

# Defining Your Brand Value Proposition

## Why do this?

Do you find it hard to describe what your business does? Are you able to say why you are different from the competition? Do you find yourself telling an inconsistent story each time you try to explain it to potential customers, and as a result find you are missing out on opportunities?

Don't worry, you are not alone. It can be a really hard thing to do. But getting some outside, experienced help to ask the right questions and help you craft an authentic and compelling story, can quickly rectify that.



## How you'll get there

We'll follow a tried and tested process that will help you clearly articulate what you do, what it does for customers, and why they should choose you over anyone else. Together we'll uncover:

- **Why** - The reason your business exists. The driving and inspiring force behind your business that shapes how you do what you do.
- **How** - The way you differentiate yourself from others. The compelling reasons why customers should choose you.
- **What** - The clear articulation of the tangible product or services you supply.



## What you'll get as a result

Over a collaborative process of questions, discussion and written drafts, we will produce a set of tools to articulate:

- Brand Value Proposition
- Core Brand Narrative



## Why choose me to support you?

I believe that engaged and aligned people are the not-so-secret juice powering great businesses and brands. Getting more of that good stuff out is why I created Bizjuicer.

I help companies become stickier, more engaging places to work, that hold onto more of their top talent and outperform their competitors. Together we find and communicate stronger, emotional connections to why and what you do, to your people and unleash their full potential. You get better, more consistent results, and your customers get even better experiences.

## The cost

£3,500.00 ex VAT and reasonable expenses.

For that you get bespoke preparation, a facilitated workshop, follow-up questioning and discussion, a draft Proposition & Narrative, and a final version following amends. Further support to further refine and create brand assets can be negotiated separately.

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