

THE W SOURCE™ VALUE PROPOSITION

Explanation

In recent years, the internet has not only changed the way individuals obtain information but often the way they make decisions. From advertisements to flashy marketing tools, people are bombarded on a daily basis with reasons to buy this or that product. How does one even begin to decide which product or service provider to choose? Yet despite the influence of this digital saturation on individuals' behavior, one method has remained consistent as the most powerful tool in building trust among the consumer population: human interaction.

Each profession, regardless of industry or location, faces the challenge of competition. Even if you are the only professional in your area, you still face pressure from expanding regional competitors as well as readily available online advice that promises expertise at the click of a button.

Congratulations!

You have already taken an important step to combat competition by joining The W Source™! Here, we recognize the challenge not only to differentiate yourself but also the challenge to organically grow your network. As a member of The W Source™, we know that you are a leading professional in your field, but with all of the time you spend servicing your clients, it can be difficult to find the time to cultivate relationships.

While we understand that online tools can be a great way to promote and project your business, we believe that there is no substitute for a personal connection or a referral from a trusted local professional. Because of this, The W Source™ facilitates a dynamic environment that helps you connect, engage, and collaborate with other women in your local area. We equip you with our proven methods to build your referral network and provide you with trust building tools and resources within that network.

By completing the following worksheet, your group will better understand you and your business. It will help you to refine your niche, which you may have done in the beginning phase of your career but haven't updated in a while. From there, you will be able to explain your value proposition. In doing so, you will help educate other members so that they better understand how to send you referrals. Below is a simple illustration of how a successful referral process at The W Source™ works and how it can help you grow your business.



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SECTION 1: BRAINSTORMING

DIRECTIONS

Try and write three answers to the questions below to help you brainstorm your value proposition.

Who is Your Target Market?

Describe your target market. You may start broad ("Anyone who needs XYZ services"), but you can be more specific in the next two statements. For example, if both startup companies and established 50+ employee companies need your services, which would be a better fit?

Example: People who recently relocated to my area and are looking for a medium-priced family home [Realtor]

- 1. _____

- 2. _____

- 3. _____

What Sets You Apart?

What makes you different? List three differentiators. Consider your experience, education, background, research, or your process.

Example: While other advisors may just focus on one aspect of their clients' finances, I utilize proprietary technology that considers a client's full financial picture, allowing the client and me to make more holistic, comprehensive decisions for their financial future [Financial Advisor].

- 1. _____

- 2. _____

- 3. _____

What Problem Do You Solve?

List the issues your target market faces, and that you have an expertise in solving.

Example: Business owners are busy running their business but do not address potential risks [Insurance Agent].

- 1. _____

- 2. _____

- 3. _____

How Do You Solve the Problem?

How can you describe yourself as the solution for their frustration or need? List three solutions that you can provide.

Example: I help business owners mitigate risk and allow them to focus on other (and more important) areas of their business [Insurance Agent].

- 1. _____

- 2. _____

- 3. _____

What drives you in your work?

List three values or belief statements.

Example: I am a passionate about helping clients facing a divorce who need guidance to be sure they exit this situation in the best financial situation possible [Attorney or CPA].

- 1. _____

- 2. _____

- 3. _____

SECTION 2: PUT IT ALL TOGETHER

DIRECTIONS

*Go back and reread your answers, and *star* your best answer(s). It might be one, or all three. Once you've starred your favorites, fill in those answer(s) below to build your Value Proposition statement.*

I/We work with (target market) _____

Who are concerned with (describe the problem) _____

I/We can help you solve this by (be the solution)

At (firm name) _____, I/we believe in (statement of belief or passion)

We accomplish this by (what sets you apart?) _____

