

# Create your Value Proposition

Our value proposition answers the question: “If I am your ideal audience, why should I engage with you instead of your competitors?” Using the formula below we create a clear statement that helps answer that question.

## CHECKPOINTS

**Relevancy:** it aligns with your core values + beliefs

**Differentiation:** it clearly states the unique value your organization provides

**Brand Continuity:** it explains your methodology + brings your brand to life

**FOR:** our specific, primary audience

**WHO NEED:** something specific

**WE OFFER:** our products / service

**THAT:** does something beneficial

**UNLIKE:** our competitors + their offerings

**OUR UNIQUE OFFERING:** is different + better in a specific way

Let us help! The Mercury Method™ provides clarity + direction to define your brand's essential value.