

Google News Initiative Digital Growth Program

Reader Revenue: What's your unique value proposition?

Why do you need a value proposition?

Value propositions help define what you stand for consistently and clearly. They can help you decide what not to do when you can't do it all, articulate why people should choose you, distinguish yourself from competitors, develop a brand and marketing strategy, and hire the right people.

Developing your value proposition

First, identify your strengths:

We are the **first** ones to

We are the **only** ones to

We are the **best** at

Define your value proposition statement:

Our (products / services)

help (user segment)

who want to (job to be done)

by (verb e.g. reducing, avoiding)

..... (a user pain)

and by (increasing, enabling)

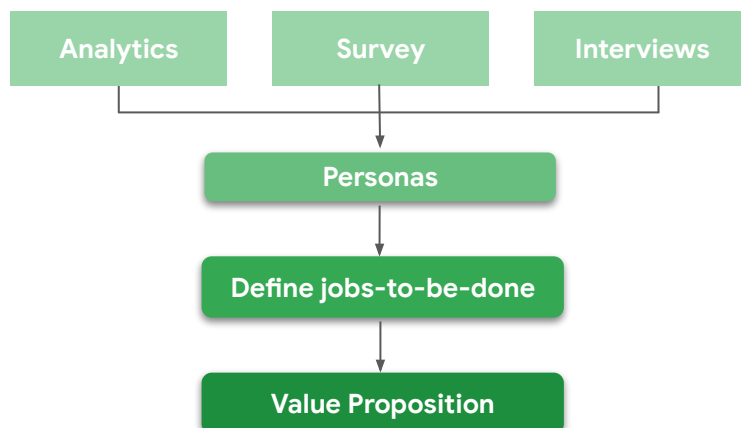
..... (a user gain)

Publisher example:

Our magazine
supports a community of people
who are committed to making
Akron a better place to live,
by serving Akronites who are
already deeply engaged
and by making it easier for
others to get involved.



Using audience research to refine your value proposition



- 1 **Create and conduct** surveys and interviews
- 2 **Compile** analytics, surveys, and interviews into personas and **identify** their information needs
- 3 **Identify** jobs-to-be-done to meet each persona's needs