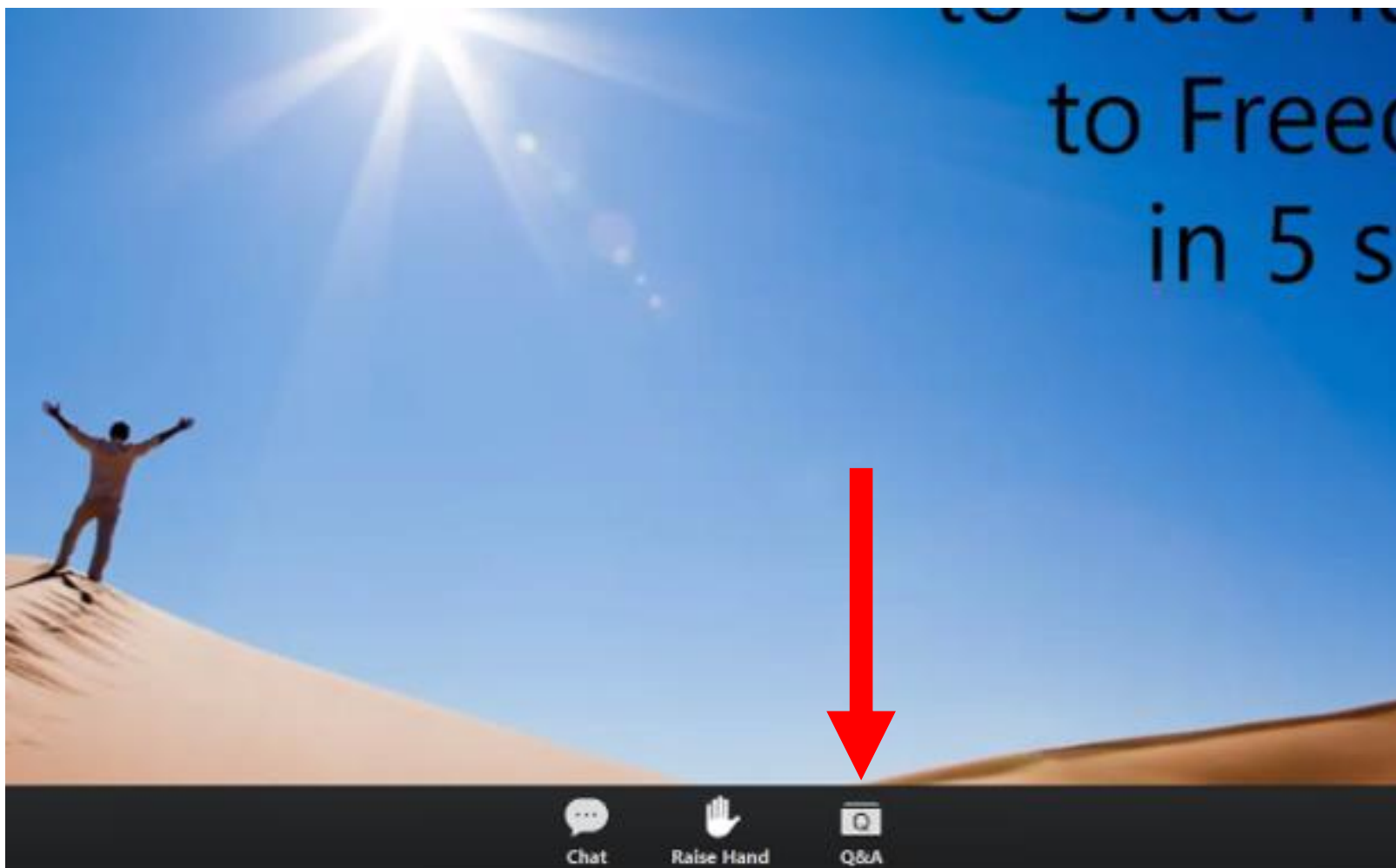


# From Passion to Side Hustle to Freedom in 5 steps

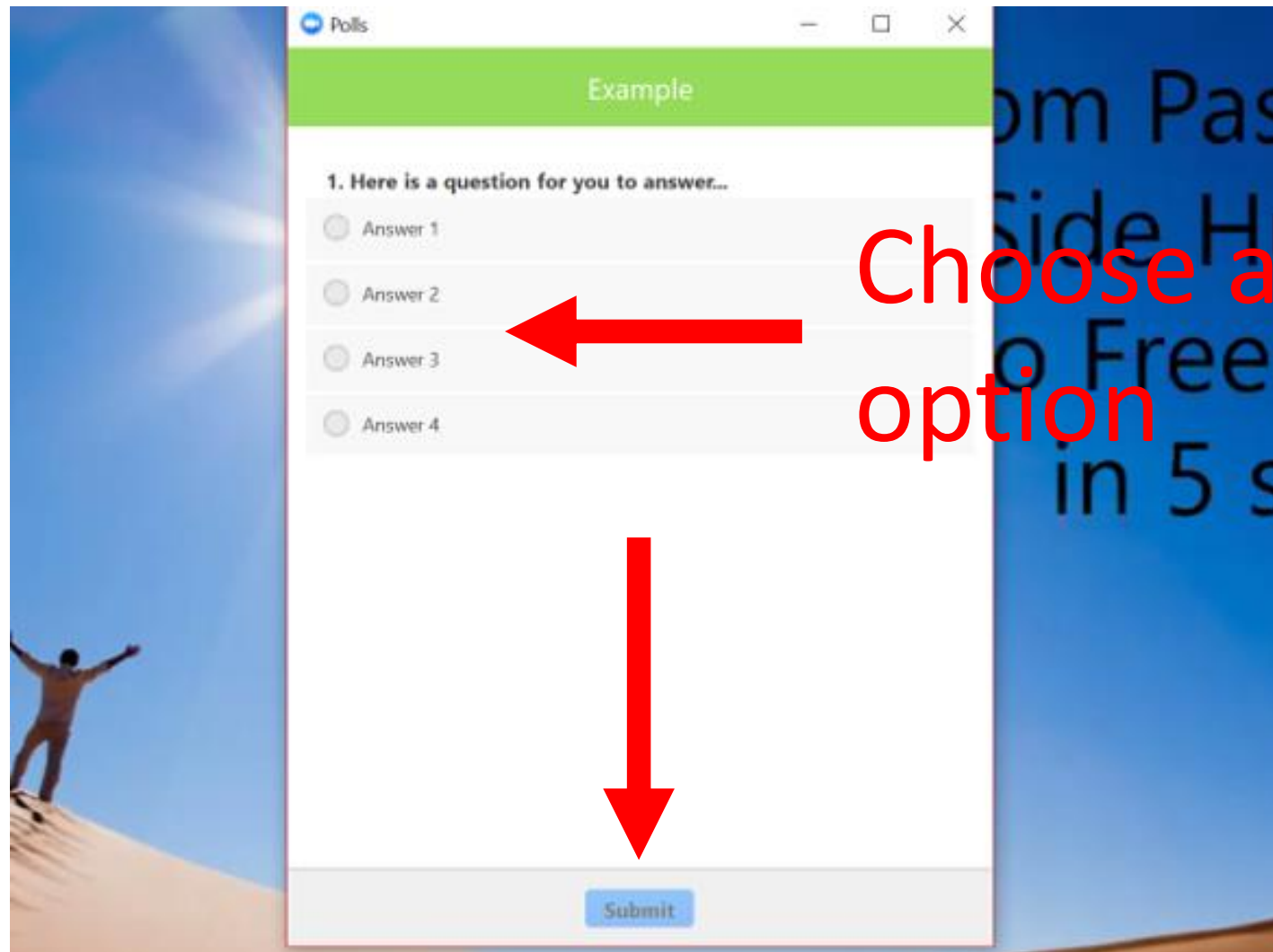
Unique Selling Proposition (VGA)



# Ask a Question any time



# How Polls work



The image shows a screenshot of a web browser window titled "Polls". The main content area has a green header with the word "Example". Below this, there is a question: "1. Here is a question for you to answer...". Under the question, there are four radio button options: "Answer 1", "Answer 2", "Answer 3", and "Answer 4". A red arrow points from the text "Choose an option" to the "Answer 2" radio button. Another red arrow points from the "Submit" button at the bottom of the form.

Example

1. Here is a question for you to answer...

☐ Answer 1

☐ Answer 2

☐ Answer 3

☐ Answer 4

Submit

Choose an option

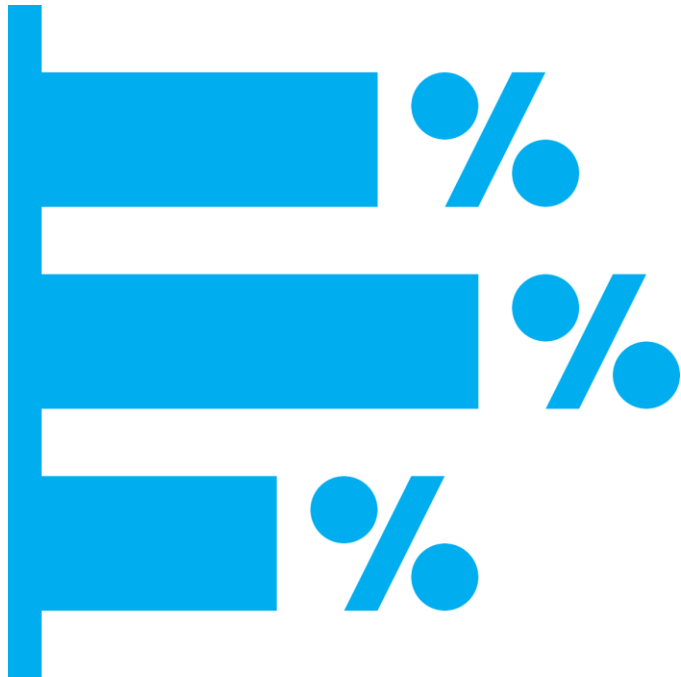
# Special offer...



Allows you 40% discount on your first and all monthly subscriptions.

# Before we get started...

Do you have your USP?



- A. Don't know what a USP is.
- B. Not yet.
- C. Been working on it but it's really hard!
- D. Yes, I'm not sure about it though.
- E. Yes, and I want to try it out tonight.

## Subscription Levels

We have several subscription levels to suit your plans which are summarised in US dollars below. You only need to pay the difference to step up a level.

BASIC	WEBINAR	SIDE HUSTLE	MASTERMIND	1-2-1
Login	\$42 <sub>pm</sub>	\$134 <sub>pm</sub>	\$356 <sub>pm</sub>	\$2725
40 Information Nuggets AI Recommendation Monthly newsletter Live Webinars	Login PLUS... Priority on Live Webinars Webinar Archive Email support	Webinar PLUS... Side Hustle Program 30 min Coaching	Side Hustle PLUS... Monthly Mastermind Session	Side Hustle PLUS... Concept Promotion 12 hr Coaching
Register	Register	Register	Register	Apply

# Previous Webinars

- Finding your Big Hairy Audacious Goal
- What is the Value Proposition
- Value Proposition for Business Angels
- 10 Tricks & Insights for Customer Interviews
- Where to find User and Customer Interviewees

# Mastermind Group



Preparing for...

People similar position as you.  
Benefit of brainstorming your  
current problem/ideas.

Maximum 8 people.

Two hours.

Email [brian@briandorricott.com](mailto:brian@briandorricott.com)

# From Passion to Side Hustle to Freedom in 5 steps

Unique Selling Proposition (VGA)





Discovery

Problem

Solution

Finance

Launch

Why

What

How

Can

Now



Discovery

Problem

Solution

Finance

Launch

How

# What is a USP?

Key element of branding

Developed in 1940's

1 or 3?

3 steps

Research & discovery

Consolidate

Articulate

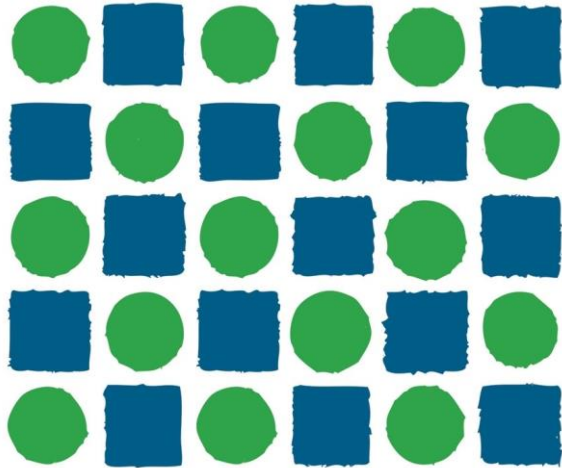


Rosser Reeves  
Television Advertising Pioneer

*A noted advertising man  
distills thirty years  
of experience in this  
candid and incisive  
book, now considered  
to be advertising's  
greatest classic.*

*Reality  
in  
Advertising*

*by Rosser Reeves*



Proposition  
Unique  
Memorable

# Proposition



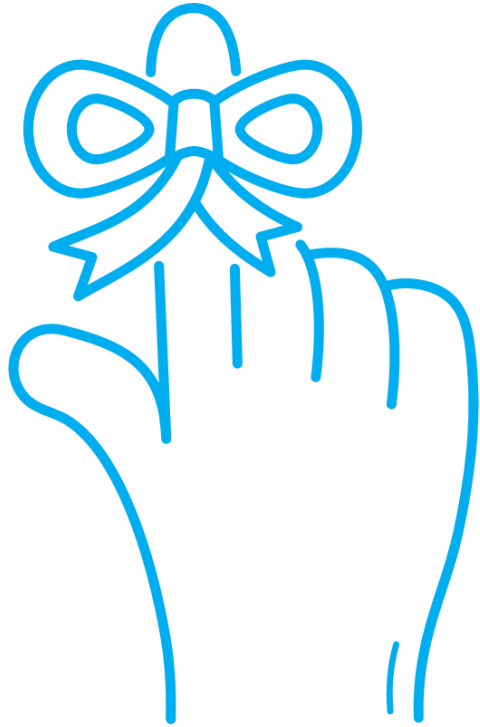
Each advertisement must make a proposition to the consumer—not just words, product puffery, or show-window advertising. Each advertisement must say to each reader: **"Buy this product, for this specific benefit."**

# Unique



The proposition must be one **the competition cannot or does not offer.** It must be unique—either in the brand or a claim the rest of that particular advertising area does not make.

# Memorable



The proposition must be strong enough to **move the masses**, i.e., attract new customers as well as potential customers.

## Three Steps

Research

Consolidate

Articulate

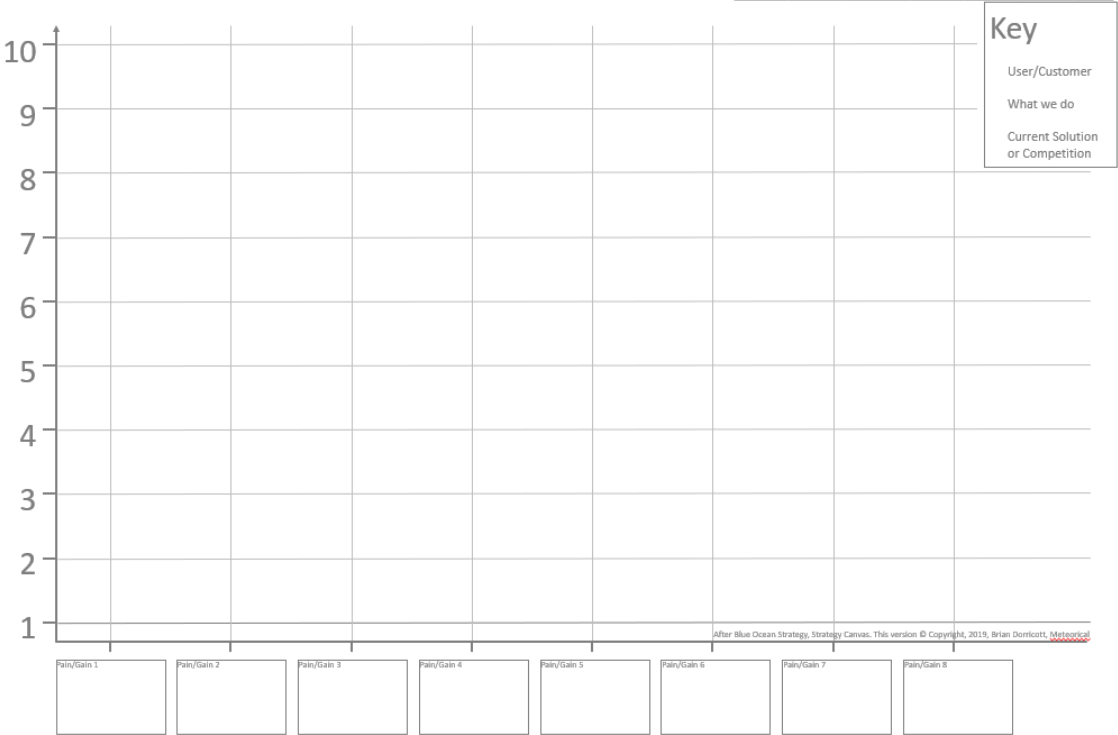
# STEP 1: Research



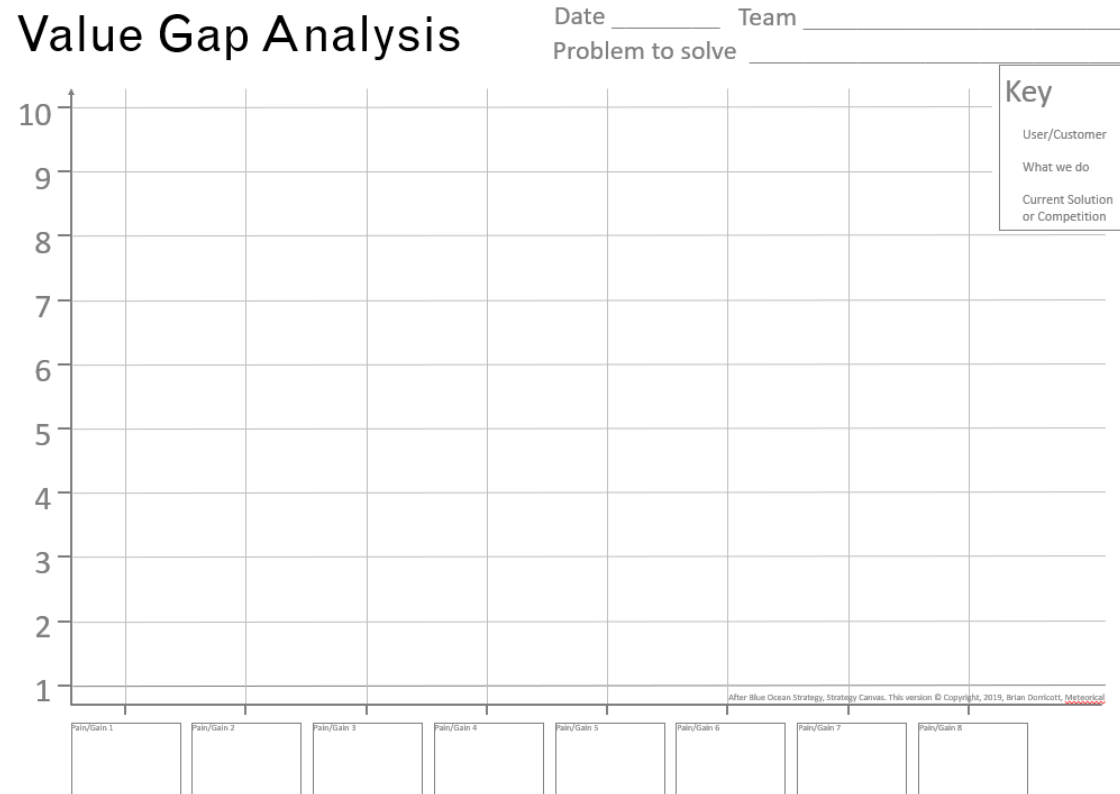
# STEP 2: Consolidate

## Value Gap Analysis

Date \_\_\_\_\_ Team \_\_\_\_\_  
Problem to solve \_\_\_\_\_



# STEP 2: Value Gap Analysis (VGA)



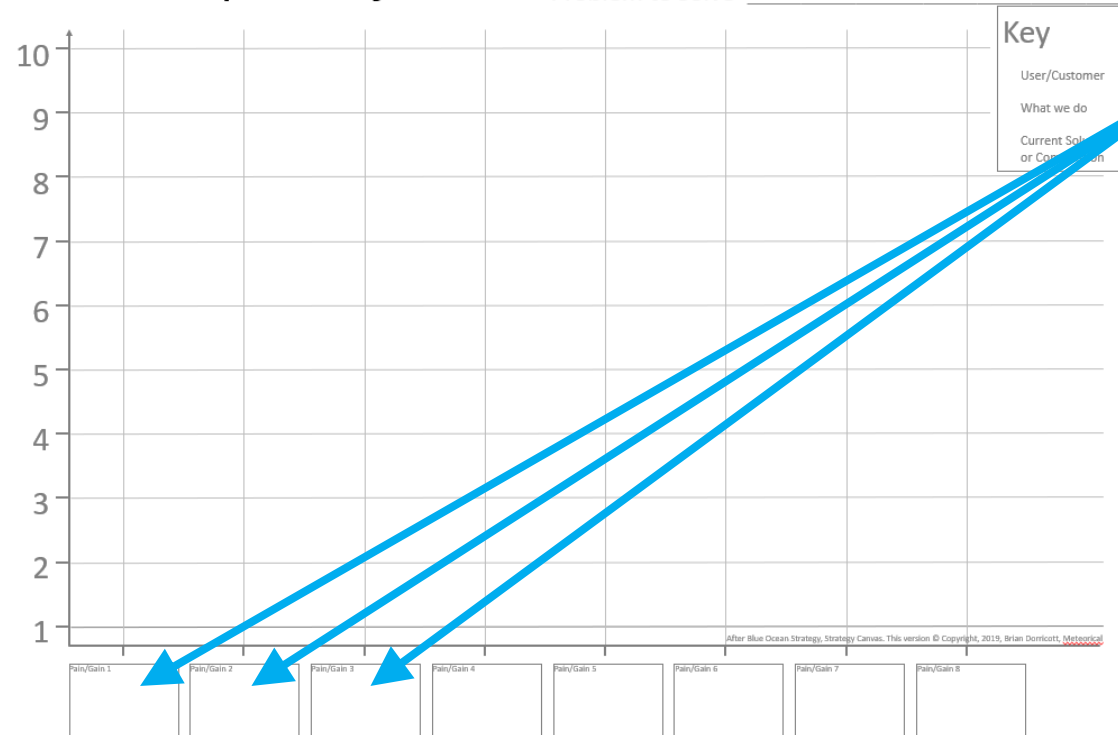
## Five Insights

1. Exceed customer expectations
2. Improve our solution
3. Irrelevant
4. Competitors exceeding expectations
5. Unique selling proposition

# STEP 2: Value Gap Analysis (VGA)

## Value Gap Analysis

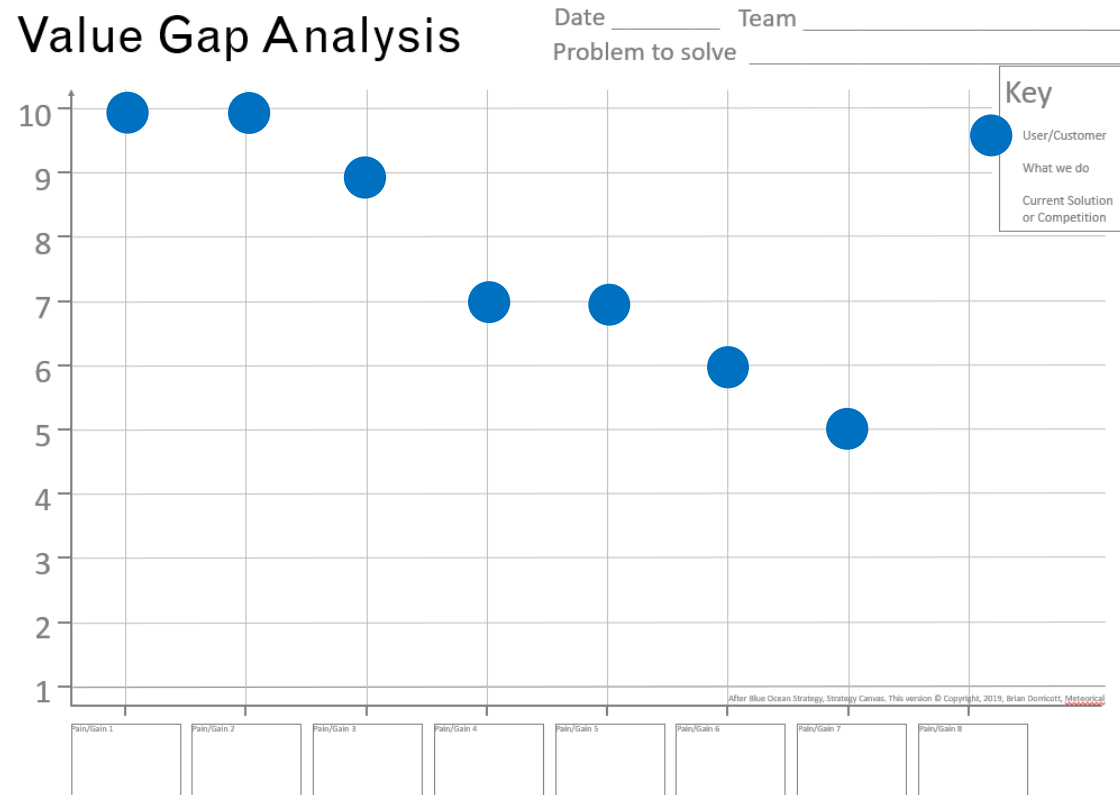
Date \_\_\_\_\_ Team \_\_\_\_\_  
Problem to solve \_\_\_\_\_



## Four steps

### 1. List Pains/Gains

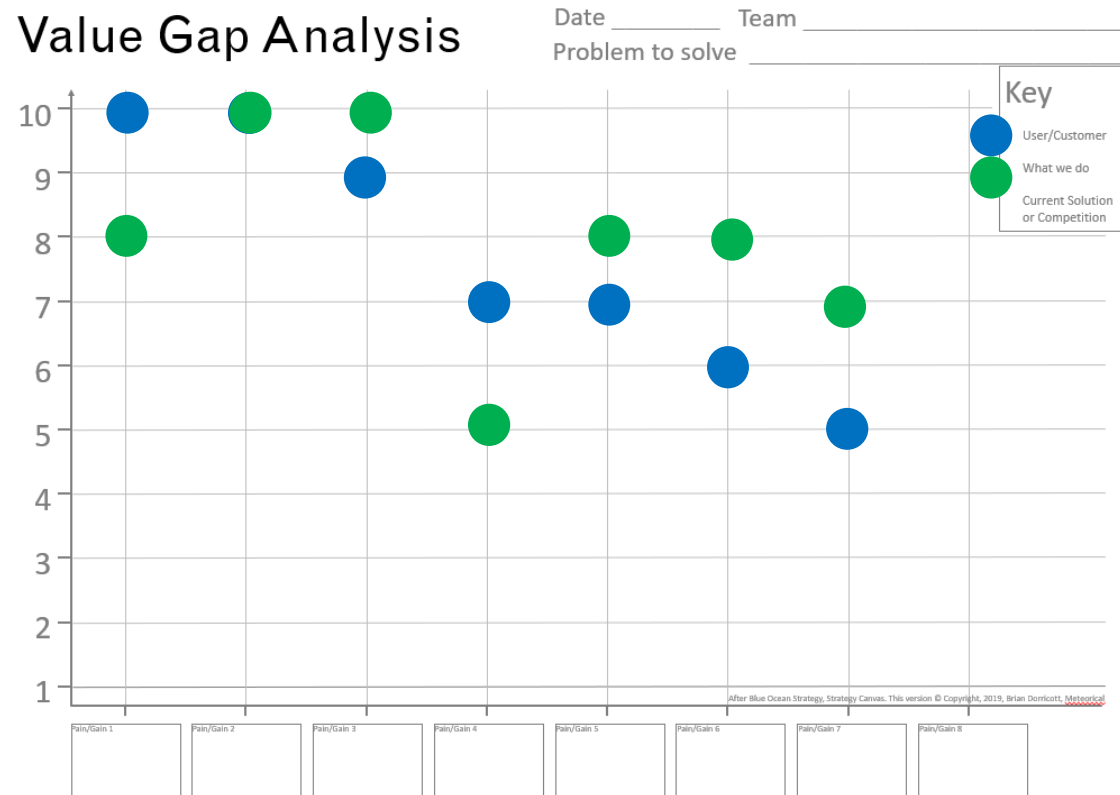
# STEP 2: Value Gap Analysis (VGA)



## Four steps

1. List Pains/Gains
2. Customer Perception

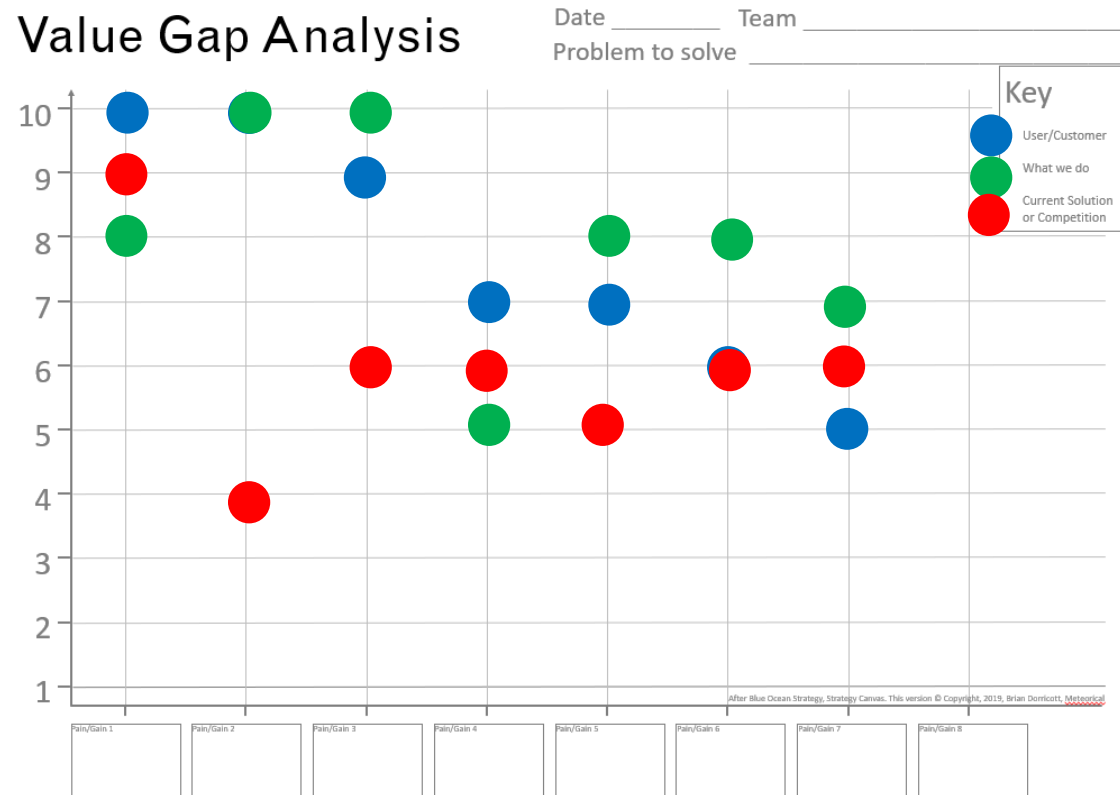
# STEP 2: Value Gap Analysis (VGA)



## Four steps

1. List Pains/Gains
2. Customer Perception
3. Your Solution

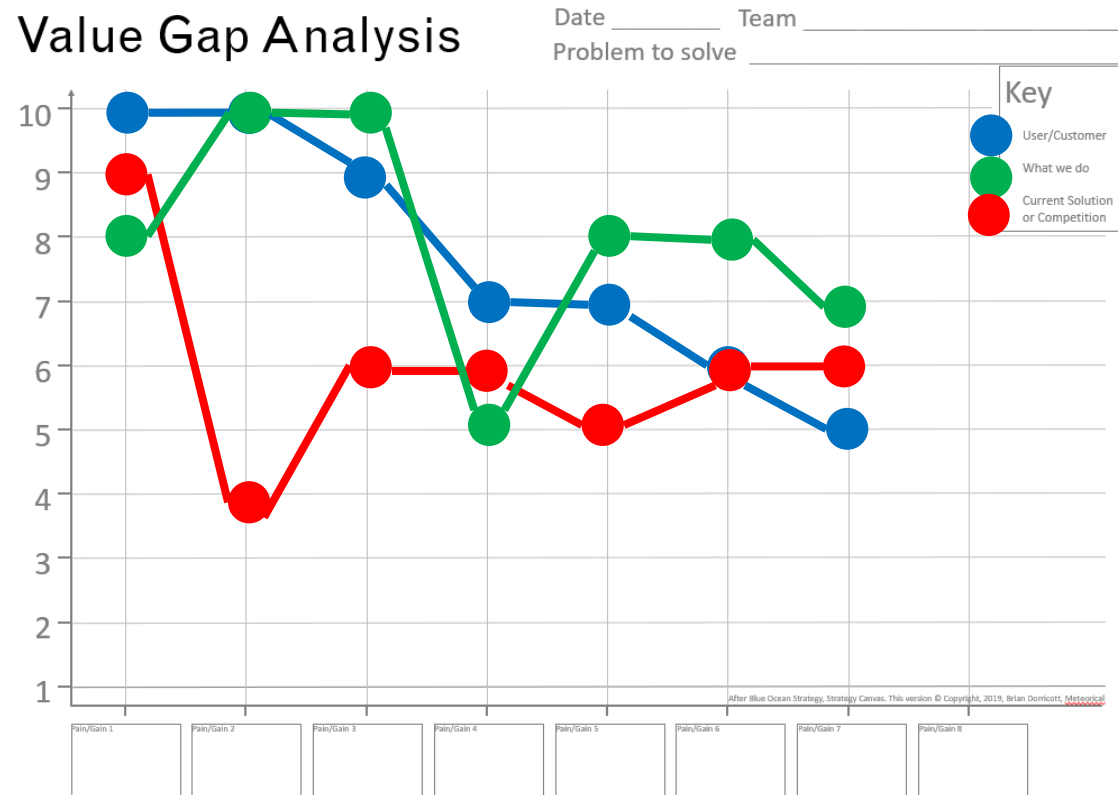
# STEP 2: Value Gap Analysis (VGA)



## Four steps

1. List Pains/Gains
2. Customer Perception
3. Your Solution
4. Competitors' Solution

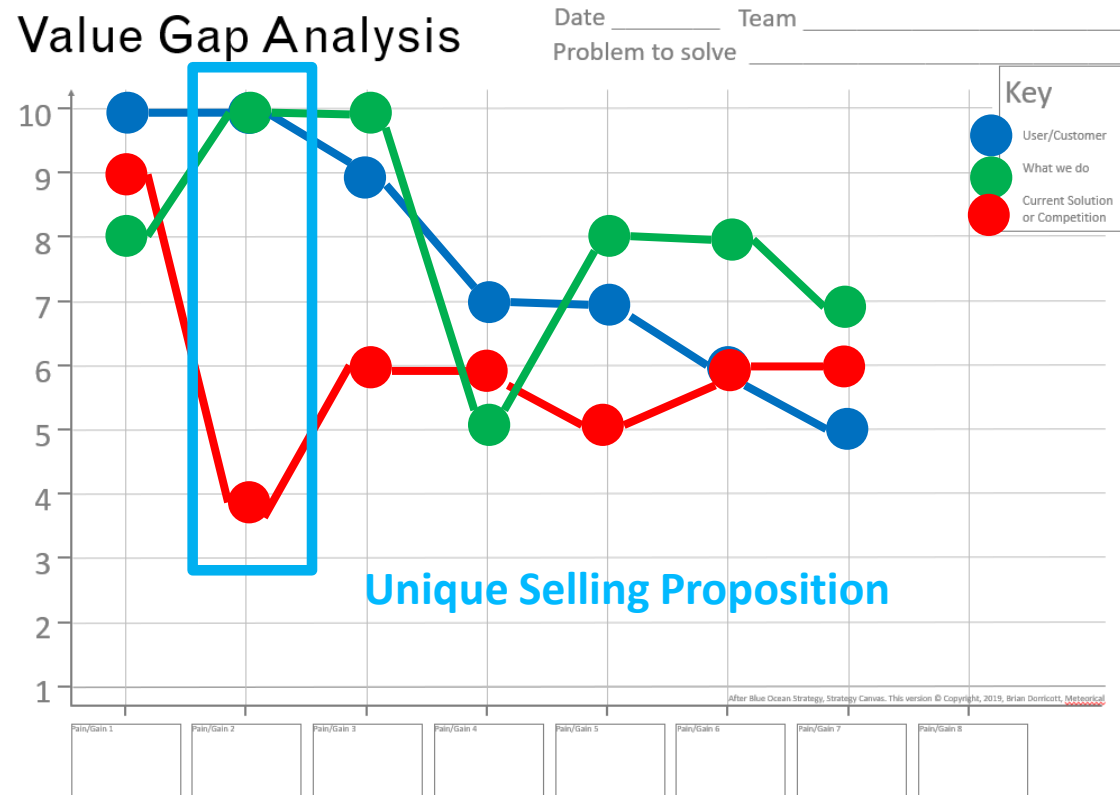
# STEP 2: Value Gap Analysis (VGA)



## Four steps

1. List Pains/Gains
2. Customer Perception
3. Your Solution
4. Competitors' Solution

# STEP 2: Value Gap Analysis (VGA)



## Four steps

1. List Pains/Gains
2. Customer Perception
3. Your Solution
4. Competitors' Solution

## STEP 3: Articulation

✓ Proposition

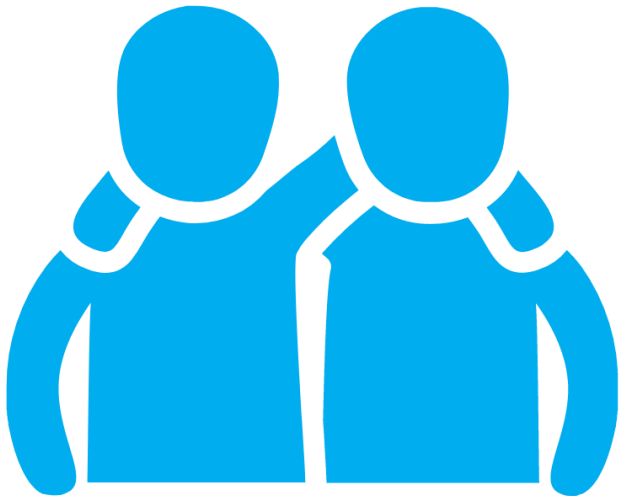
✓ Unique

Memorable

Can someone repeat it?

Gaddie Pitch

# Who can help?



Management Team  
Friends / Family



Facilitator / Mentor

Some examples...

# AVIS®

We're number two. We try harder.

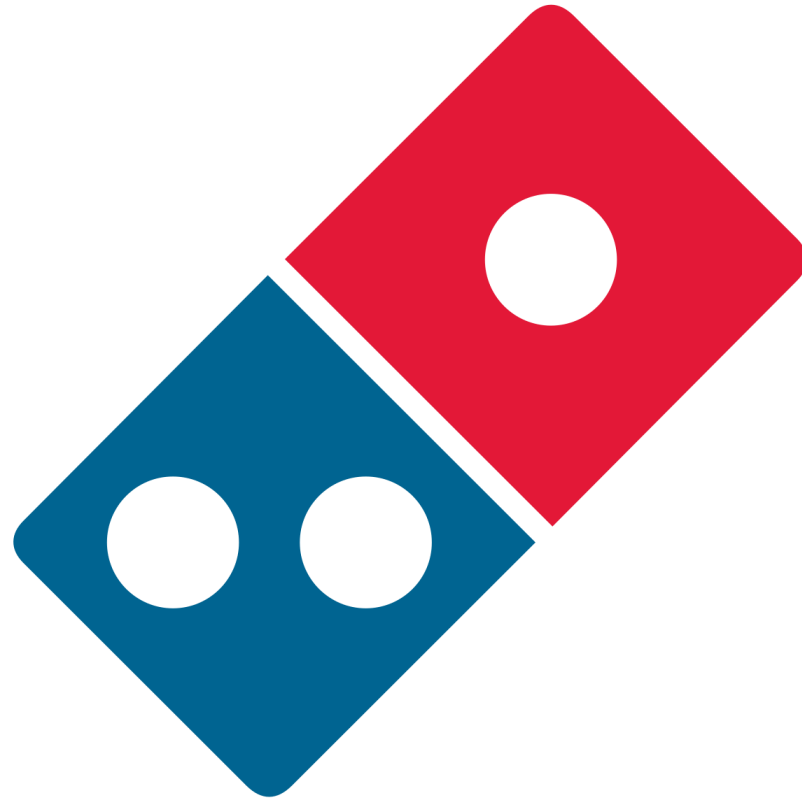


When it absolutely, positively has to be there  
overnight.

# DE BEERS

JEWELLERS

A diamond is forever.

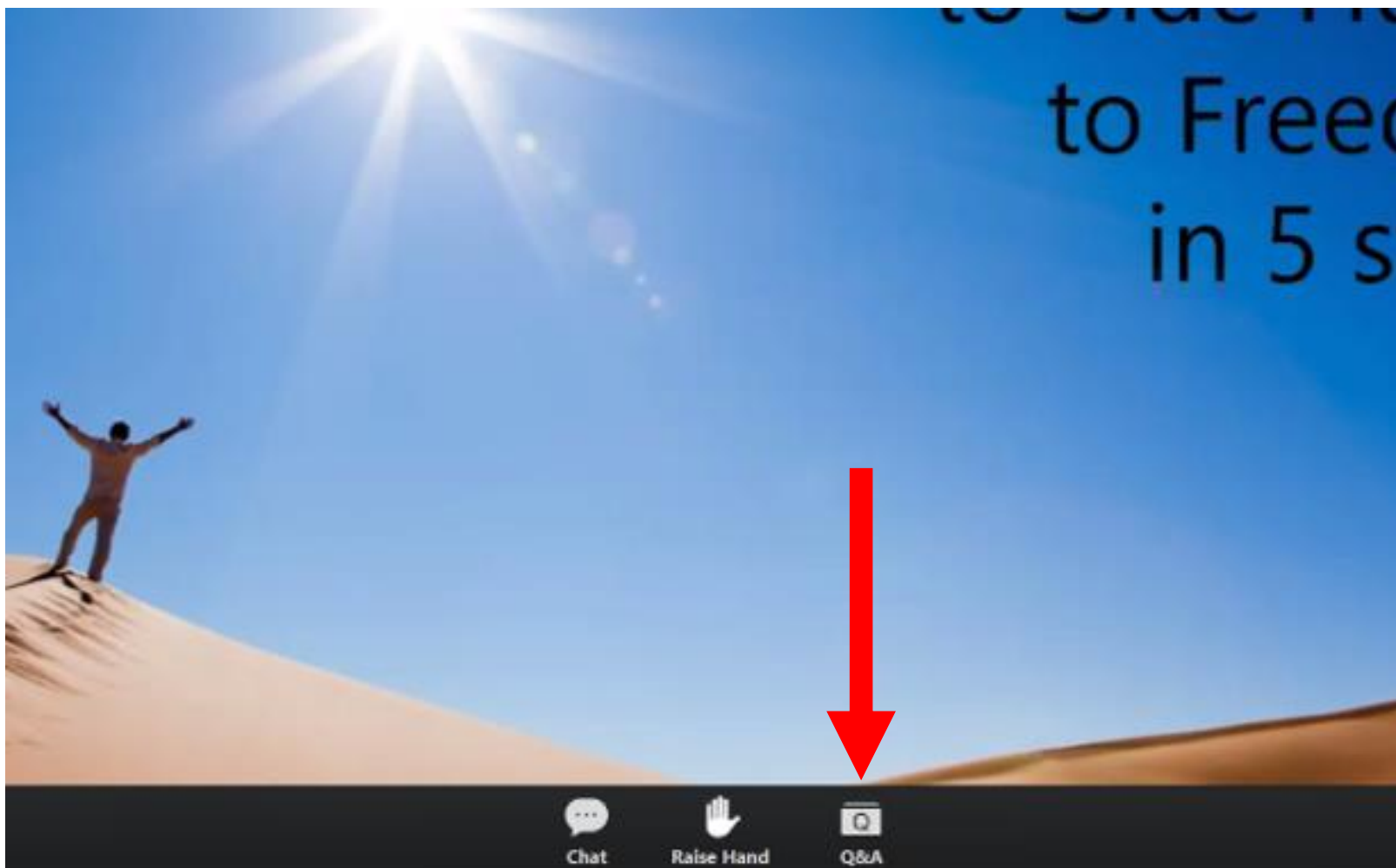


You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free.

# Any Questions



Ask a Question now...



# Next webinars



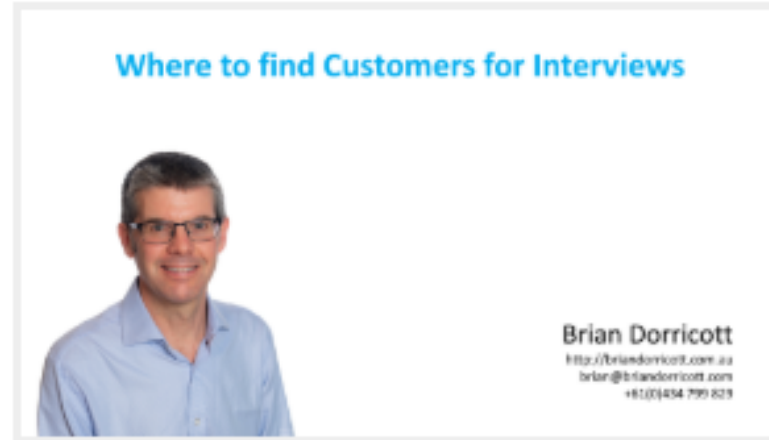
Wednesday, 21-Aug-19  
Eco-system Map

Wednesday, 18-Sep-19  
Value Gap Analysis

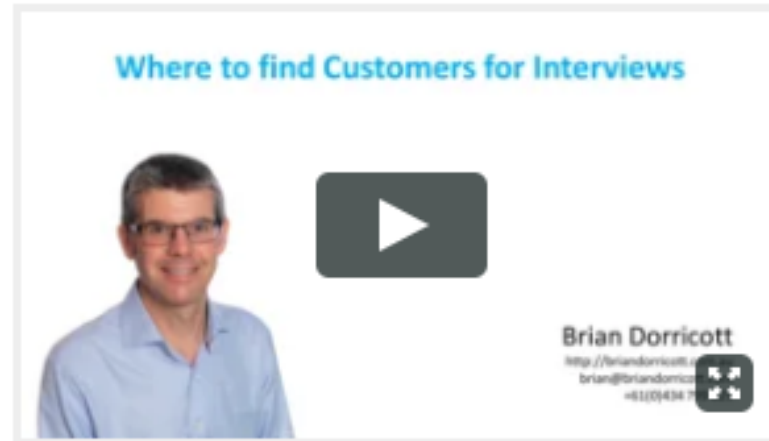
# Archive

When you log in, you'll have the option to review the slides & video.

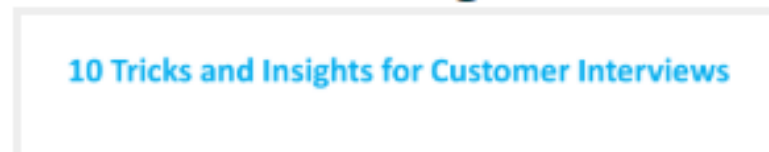
## Where to find User and Customer Interviewees



Having understood what questions to ask for your to test your assumptions in the Value Proposition Canvas it's time to find people to ask. After a quick review of the assumptions, in this webinar, Brian Dorricott provides nine places you can search for interviewees so you can reach that magic 100 interviews. This is followed by an introduction into how to use LinkedIn to find people in organisations that may be able to help you – starting with the CEO of Woolworths.



## 10 Tricks and Insights for Customer Interviews



We'll explore the four parts of a user/customer interview – introduction, demographics, discovery and close in detail. We'll discover how

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Special offer...

USP

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# Any Questions



# From Passion to Side Hustle to Freedom in 5 steps

Unique Selling Proposition (VGA)

