

Creating Your Unique Value Proposition

Utilizing modern AI Tools

Handout with Exercises



**AMY
CHOREW**

Curated Learning
amy@amychorew.com

WRITING YOUR VALUE PROPOSITION

Leverage this exercise to explore who you are and the value you bring to your clients. Use that information to convey meaningful statements that articulate your value proposition

PRACTICE WHAT YOU'VE LEARNED

Hi there - I am at a training session and in a class about Value Propositions. Instructor asked us to text three people whose opinion we value and ask this question: What is unique about me that differentiates me in the real estate industry. Thanks

Try to ask three different people - a peer at work, a family member, and someone in your network. You will be surprised at how each type of person has a different perspective.

FEATURE

**WHO ARE YOU,
WHAT HAVE YOU
DONE?**

Example: My name is Amy and I have a unique background in new construction and investment properties. I have a 30-year career in real estate and understanding people's motivations

BENEFIT

**HOW DOES IT
RELATE TO YOUR
BUSINESS**

Example: I can truly understand what you are looking for and how your needs are in line with your family expectations and goals.

IMPACT

**WHAT WILL THIS
DO FOR MY
CLIENTS?**

Example: By working with me you will achieve your homeownership dreams and protect your largest investment that you will own to date.

FEATURE

WHO ARE YOU,
WHAT HAVE YOU
DONE?

BENEFIT

HOW DOES IT
RELATE TO YOUR
BUSINESS

IMPACT

WHAT WILL THIS
DO FOR MY
CLIENTS?

Who Are You?

What Have You Done?

What Will This Do for My Clients?

Visit <https://bit.ly/REValueProp> to sign up for our Value Prop Bootcamp!

@copyright CuratedLearning DBA BenchmarkDesign LLC
amy@amychorew.com



Core Values for RE Professionals

Core Values for RE Professionals

- | | | | | |
|---|---|--|---|--|
| <ul style="list-style-type: none">• Adaptability• Adventure• Altruism• Ambition• Authenticity• Balance• Beauty• Being the best• Belonging• Career• Caring• Collaboration• Commitment• Community• Compassion• Competence• Confidence• Connection• Contentment• Contribution• Cooperation• Courage | <ul style="list-style-type: none">• Dignity• Diversity• Environment• Efficiency• Equality• Ethics• Excellence• Fairness• Faith• Family• Financial stability• Forgiveness• Freedom• Friendship• Fun• Future generations• Generosity• Giving back• Grace• Gratitude• Growth• Harmony | <ul style="list-style-type: none">• Honesty• Hope• Humility• Humor• Inclusion• Independence• Initiative• Integrity• Intuition• Job security• Joy• Justice• Kindness• Knowledge• Leadership• Love• Loyalty• Making a difference• Nature• Openness• Optimism• Order | <ul style="list-style-type: none">• Parenting• Patience• Patriotism• Peace• Perseverance• Personal Fulfilment• Power• Pride• Recognition• Reliability• Resourcefulness• Respect• Responsibility• Risk taking• Safety• Security• Self-discipline• Self-expression• Service• Simplicity• Spirituality• Sportsmanship | <ul style="list-style-type: none">• Stewardship• Success• Teamwork• Thrift• Time• Tradition• Travel• Trust• Truth• Understanding• Uniqueness• Usefulness• Vision• Vulnerability• Wealth• Well-being• Wholeheartedness• Wisdom |
|---|---|--|---|--|

Ai Prompts for Core Values

FIRST THINGS FIRST: Gather these items:

1. Your Bio - from your website or linkedin, or your resume
2. 2-3 examples of your writing style - this can be from your emails or texts or letters
3. A breakdown of your business such as units sold or gci, an overview of your ideal and most common type of client, and an overview of any team structure.

Start a new chat with ChatGPT

"I'm about to ask you to take on multiple roles to help me build a compelling value proposition for my real estate business in [Location]. Before we begin, I'll share details about myself, examples of my business, and my writing style for you to reference during the process. Please feel free to ask clarifying questions at any stage to ensure the prompts are tailored to my needs and preferences."

The Values Prompt: "

With Simple Language Instruction: "Act as a consumer-focused marketing expert specializing in real estate. Define these three core values—Value 1, Value 2, Value 3—within the context of a real estate agent's business. For each value, explain how it benefits the consumer and enhances their experience in simple, easy-to-understand language. Focus on addressing consumer concerns and showing how these values build trust and satisfaction."Write it from real estate to consumer so consumer sees benefits

VALUE PROPOSITION SAMPLE



YOUR IDEAL CUSTOMER -

- IDENTIFY PAIN POINTS
- PINPOINT KEY BENEFITS -
- WEAVE A NARRATIVE
- CREATE AN ELEVATOR PITCH
- CREATE A SALES PITCH

Target Customer: Who is your ideal customer? Define the demographic or business sector you're targeting.

Identify Pain Points / Challenges: What significant problem does your target customer have that requires solving?

Pinpoint Unique Solutions: What evidence can you provide to support your claims? This could be testimonials, case studies, data points, etc.

Weave a Narrative: develop a narrative that connects emotionally and intellectually with your target audience, incorporating the established value proposition.

Create an Elevator Pitch: Ensure it effectively communicates our value proposition and engages potential clients, with a call to action

Create an Sales Pitch: Synthesize these elements into a sales script suitable for meetings and email communication with clients

VALUE PROPOSITION SAMPLE



Do you think a real estate salesperson should develop multiple value propositions to effectively address the unique needs and preferences of different kinds of clients? We do.

First work on your overall value proposition statement then create for specific groups you work for. Here is a list – are we missing anything?

- Homeowners
- Sellers and Buyers
- Luxury consumers
- First time home buyers
- Empty Nesters
- Move Up Clients
- Second Home Buyers
- Investors
- Co-ops, Condo
- Short sale
- Foreclosure
- Airbnb owners

Use the formula live with your clients to develop a UVP just for them!

This simple tool will help you do one any time.

gohive.info/VPFIA

VALUE PROPOSITION AI Prompts

POSITIONING PROMPT

"Act as a marketing expert skilled in creating compelling messaging for businesses. Develop a value proposition based on the following information:

Target Customer: Overall clientele

Pain Points: They don't understand what we do

Unique Solutions: Honesty, Integrity, Ethical, Adaptable

Weave a Narrative: Provide a clear picture of what we offer

Create an Elevator Pitch: Summarize our value in a concise, impactful way

Create a Sales Pitch: Expand on the elevator pitch with persuasive, consumer-focused language.

Write everything in simple, clear, and relatable language that connects directly with the target audience and showcases how our unique solutions address their concerns."

PAIN POINTS PROMPT

"Act as a customer experience strategist. Based on the target audience description provided earlier, identify at least three critical pain points or challenges that our [Your product/service] can effectively address. For each pain point, provide a brief explanation of how our product/service resolves it in a way that benefits the audience. Use simple, clear language that emphasizes the value we bring to their lives or businesses."

BENEFITS PROMPT

"Act as a customer-focused marketing strategist. Using the pain points identified earlier, describe how our [Your product/service] directly alleviates these challenges. Highlight the unique key benefits and the specific value our offering provides to the target audience. Write in simple, clear language that emphasizes how our solution improves their experience or solves their problems, making it relatable and compelling."

VALUE PROPOSITION AI Prompts

VALUE PROPOSITION PROMPT

Crafting the value proposition

With the compiled data, prompt ChatGPT to formulate a concise value proposition that communicates your unique value and differentiators effectively.

Prompt example:

"Building upon our understanding of the competitive landscape and audience pain points, craft a clear and concise value proposition for our [Your product/service]. Ensure it effectively communicates our unique value and differentiation."

WEAVING NARRATIVE PROMPT

Weaving a narrative

Have ChatGPT develop a narrative that connects emotionally and intellectually with your target audience, incorporating the established value proposition.

Prompt example:

"Continuing to build upon our value proposition, create a compelling narrative that vividly illustrates the potential outcomes or benefits for clients. Craft a story that emotionally and intellectually engages our audience, leveraging the insights gained from previous prompts."

ELEVATOR PITCH PROMPT

Craft a concise elevator pitch

Convert the narrative and value proposition into a succinct elevator pitch with the help of ChatGPT, encapsulating the essence of your offering.

Prompt example:

"Based on the refined value proposition and narrative, craft a concise elevator pitch that captures the essence of our offering. Ensure it effectively communicates our value proposition and engages potential clients, building upon the insights gathered in previous prompts."

ELEVATOR PITCH

An elevator pitch is a brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone. It's called an elevator pitch because it takes roughly the amount of time you'd spend riding an elevator with someone.

Elevator Pitch Exercise

START WITH YOUR UVP

- Draft a brief statement that covers all these elements in a fluid engaging way
- Concise: Stick to the 30-second time limit. Cut out any jargon or unnecessary details.
- Clear: Make sure your message is easily understood by someone with no real estate knowledge.
- Compelling: Highlight what makes you unique and why someone should choose you over others.
- Add a call to action: What do you want the listener to do next?

Big Picture before Detail

Create a UVP statement about 15 seconds short with the one big thing you want remembered about who you are or what you do. Invoke the passion you have about the common purpose and how it will improve their life.

The Rule of Three

Within the same 15 seconds, include 3 key supporting facts easily remembered that resonate with whom you are addressing. When included, state them as easily as 1, 2,

Emotionally Connect

In 15 additional seconds, reinforce with a short story, statistic or example. Make it relevant, surprising, something the audience would not know, and, emotionally charged!

MAKE YOUR VALUE KNOWN

Leverage Social Media

- Create a professional announcement on platforms like LinkedIn, Facebook, or Instagram, depending on where your audience is most active.
- Use engaging visuals, infographics, or short videos to highlight the key benefits.
- Post regularly about the value proposition, showing examples of its impact or testimonials.

3. Send Personalized Emails

- Craft a concise email introducing the updated value proposition.
- Highlight how it addresses specific challenges and include a call-to-action, such as scheduling a meeting or visiting your website.
- Personalize the email to make the recipient feel valued.

5. Update Digital Platforms

- Refresh your website, including the homepage, About Us section, and service/product pages, to reflect the updated value proposition.
- Optimize for search engines (SEO) so it's easily discoverable online.

6. Tap Into Testimonials and Case Studies

- Ask satisfied clients or partners to provide testimonials or success stories related to the new value proposition.
- Share these stories in your email campaigns, on social media, or during presentations.

7. Create Shareable Content

- Develop downloadable resources, such as a one-pager or a guide, summarizing your updated value proposition.
- Encourage your network to share this content with others who might benefit.

9. Leverage Networking Opportunities

- Share your updated value proposition during industry events, conferences, and casual meetups.
- Practice delivering it as a succinct elevator pitch that sparks interest.

10. Monitor Feedback and Adjust

- Collect feedback from your network on how the updated value proposition resonates.

YOU HAVE VALUE MAKE IT KNOWN

**EXECUTE YOUR VALUE PROPOSITION SO
YOUR CLIENTS KNOW IT!**

**Make your
UVP part of
your
message**

**Spread
the word
to your
Network**

**Make your
value known**

Your own value prop in just 4 hrs

We have created the essential online, take-at-your-own-pace, program to create and master your value proposition in no time (ok actually it's about 4 hours): Beyond Compensation: Thrive in This Changing Landscape with a Powerful Value Proposition

Highlights:

- How to create and review our new elevator value pitch
- How to develop your talk track
- How to tell your story
- How to curate and leverage your value prop
- How to handle compensation questions

