




Mission

- We **design** the best personal computers & operating systems and professional software in the world.

- We **lead** the digital music revolution.

- We **define** the future of mobile media and computing devices.

Brand/Identity



Innovation
Reliability
Simplicity

Value Proposition

Hip
Artistic
Young
Individual

What they do


Their identity/
commitment

How the CUSTOMER feels

Mission

We deliver a wide range of well-designed, functional products at prices so low that as many people as possible will be able to afford them.

Brand/Identity



Value Proposition

A better everyday life with access to these products.

Their purpose


Their commitment

How the CUSTOMER feels

Mission

People can discover anything they may want online.

Brand/Identity



Value Proposition

A great combination:
Low Prices
AND Fast (Delivery)
AND Vast (Selection)

Their purpose

Their commitment

How the CUSTOMER feels

Mission

Brand/Identity

Value Proposition

Your Logo

Any person/
place/product
for which people
believe has **no
substitute.**

The One
Big Thing

Your purpose

Your commitment

How they feel

About Us

< x > Association is the largest association in < x > involved in the real estate industry. It is composed of REALTOR® membership of < x > members who practice in one of the more than < x > offices in < x > county and the surrounding areas.

The association's bylaws, rules, regulations and policies are in full compliance with the National Association, mirroring the beliefs of the profession as seen on a national level.

Since < year >, <name> has prided itself on being an association that serves the industry in < x > county and provides products, programs and services that suit their membership.

Member Benefits:

- Advocacy
- Education
- Code of Ethics
- Broker Meetings
- Association Mgmt System
- Sentrilock Support

- Professional Standards Administration
- Network and Affiliate Opportunities
- Member Support
- Communications and Marketing
- Community Service Foundation
- Facility Space

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Pitfall to Possibility

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Bland

Intentional

Leading in the field of education technology means having the right support and guidance to stay ahead of quickly changing technology trends.

Your network is key to helping your school district implement the best systems and solutions. And to establish credibility in your work.

Reimagine your professional growth strategy.

- A powerful **network to connect you with ideas** and like-minded professionals
- **Lead with confidence** through targeted professional development
- **Solve serious technology challenges** through regular learning clinics focused on today's trends and best practices

We empower education technology leaders...for today and tomorrow.

Imbalance



Distraction



Perception



Indifference

The Possibilities & Pitfalls

Of a Member Value Proposition

Pitfall #1

A VP is not about you.

How to Write a Value Proposition

1. Identify all the benefits **your product offers**.
2. Describe **what makes these benefits valuable**.
3. Identify your customer's main problem.
4. Connect this **value** to your buyer's problem.
5. Differentiate yourself as the preferred provider of this **value**.

Google

**CREDIBLE
UNIQUE
RELEVANT**



nSight **STC-1** marketing

Pitfall #2

People in the Room

Not a Leader nor BOD Value Proposition

Leader:
Advocacy

Members:

- Expand my career connections
- Knowledge about the market
- Access to answers

Breakthrough Value: Assemble your task force.

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15 - 20 in the Room

- 6 staff and leaders
- 10 members from diverse member groups
- Ideally from your target audiences



bit.ly/membersegments

nSight **STC-1** marketing

Pitfall #3

Renew Your Dues

Give **one** clear reason.

Thank you for being a member of the <X> association. It's annual billing time for your local, state and national dues. Like many organizations during this COVID-19 pandemic, we were challenged in the past year to Go Further in ways we never expected. In 2021, we will continue to help you Go Further to be more productive, profitable and professional. Your membership provides you access to a wide array of member benefits, tools, market information, educational opportunities and discount programs. Learn more about all the member benefits we currently offer to help you succeed.

[Click to read more.](#)

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Possible Pitfalls

1. Our About Us page clearly lays out the problems we solve for the reader, and not an association history or list of services and offerings.

☐ Yes

☐ No

2. Our about us page relays benefits like "your membership gives you a wide array of benefits, tools, information, educational opportunities and discounts".

☐ Yes

☐ No

3. Our about us page includes "we've been here for X years" OR "we are the largest association in <state or county or city>".

☐ Yes

☐ No

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Any person, place or product for which people believe there is no substitute



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Possibility 1 - We Are Different. And We Live It.

with **trusted services** from **MHS**



Clare Krabill, COO, MHS



A network of
Anabaptist
organizations
inspire unique
collaboration



Shared values
guide your culture
toward creative
solutions



Faith grounded
strategic business
tools and resources
advance your health
and humans services
mission.

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Possibility 2 - Members See Us Differently

“

They began to question the relevancy of
their membership in an association.

We knew we needed to re-evaluate the
association... what our purpose was?

Looking ahead...take a step with me and
staff in researching a value proposition -
and what we do best for members to move
forward and continue that.



Patricia Anderson, CEO, SCAOR

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Possibility 3 - We See US Differently

1. Honest and relevant
2. Emotional problem
3. Objective about your strengths
4. A message everyone can deliver



Breakthrough Value: Step 3: Link their needs with your expertise.

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A Few Qs To Help You Determine Your Next Step:

We have a few key emotional benefits that we remind members of all the time, like "peace of mind" or "protection" or "be more credible".

☐ Yes

☐ No

If we asked ten board members why our association is a valuable place to belong, everyone would answer the same.

☐ Yes

☐ No

I am very clear about the "One Big Reason" our members are better with us than without us.

☐ Yes

☐ No

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The Possibilities & Pitfalls

- You are different and you have the chance to discover it
- Members will see you differently
- You see you differently

1. If its (unintentionally) about you, not them
2. If leaders try to dictate what members should value
3. If leaders (and you and staff) are unable to say off the tip of your tongue ONE clear reason to belong

Now What? Next Steps:

Re-think This Conversation



Watch for email from GrowZone



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Get Started for Yourself

breakthroughvalue.org

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