

## VALUE PROPOSITION

Your **Value Proposition** should be a complete sentence and you should have multiple **Value Propositions** that speak to each of your **Buyer Persona Profiles**.

The goal is to collect the *most essential* elements of your key messaging statements and leverage them to craft clear statements that define your value.

It's important here to speak directly to your **Buyer Persona**. Don't hesitate to show them that you know exactly who they are, what their pain points are, and how your product can help solve those pain points.

**Once you've got these statements nailed down, you'll have a whole range of Brand Messages to work with.**

One-Liner Value Proposition	
Parents	At Mather High, we foster a dynamic learning environment where students are inspired, engaged, and genuinely enjoy coming to school each day.

XYZ Value Proposition	
Parents	We help students succeed in the real world by combining a well-rounded education with work-based learning experiences.

Customer Value Proposition (CVP)	
Parents	To help students prepare for college and careers, Mather High School offers AP courses, work-based learning experiences in partnership with the NPS, and a focus on developing strong social-emotional skills that will set them apart in the real world.

Customer Feedback	
Value Proposition	Rating from 1 (lowest) to 5 (highest)
How well does the One-Liner connect with the buyer persona's identity, needs, and pain points?	approved
How well does the XYZ Method connect with the buyer persona's identity, needs, and pain points?	4
How well does the CVP Formula connect with the buyer persona's identity, needs, and pain points?	4.5

## BRAND MESSAGING (SO THAT STRATEGY)

Parents		
Feature	Advantage	Benefit
National Park Service Partnership	Students get a unique hands-on experience in preservation, conservation, and restoration.	Students learn valuable research and documentation skills that they can apply in college and careers.
AP Courses	Students can earn free college credits before they graduate high school.	Students save money on tuition and are prepared for college-level coursework.
CTE Programs	Students learn by doing and work with industry leaders on job sites.	Students graduate with employable skills.
Social and Emotional Support	Students develop essential skills in emotional regulation, stress management, and self-awareness.	Students develop strong interpersonal, intrapersonal, and communication skills.
Clubs and PSAL Sports	Students can explore their interests and refine specific skills related to their interests.	Students receive a well-rounded education that can spark lifelong passions.

Brand Messages (So That Strategy)	
Parents	Mather High School's CTE programs offer students work-based learning experiences so that they can graduate with employable skills.
Parents	Mather High School offers work-based learning experiences with the National Park Service so that students graduate with a well-rounded education and employable skills.
Parents	Mather High School offers a robust advisory program so that students develop strong intrapersonal, interpersonal, and communication skills.
Parents	Mather High School offers a wide variety of clubs and PSAL sports so that students enjoy a well-rounded education that sparks their lifelong passions.

## BRAND MESSAGING PILLARS

**Brand Pillars** differentiate a brand and refer to the things that customers perceive to be either valuable or unique about a brand. For example, loyal customers might credit your innovation or friendly manner.

A huge benefit of the **Brand Pillars** is that they will help you identify phrases, slogans, and keywords you can use across your entire marketing strategy.

Pillar 1	Pillar 2	Pillar 3
Students are active learners.	Students are supported academically, socially, and emotionally.	We are student-centered.
Proof Point 1	Proof Point 1	Proof Point 1
Students actively engage in hands-on experiences that bring classroom knowledge to life.	Our equity team and student government work to uplift student voices and ensure all students get individualized attention and support.	We offer various types of clubs and athletic programs so students can pursue their passions and enjoy the ride.
Proof Point 2	Proof Point 2	Proof Point 2
Students work with their hands, collaborate with industry professionals, and solve real-world challenges.	We provide a safe and caring environment for our students using restorative practices like mediation.	Student voice is the driving force of our culture and our growth as a community.
Proof Point 3	Proof Point 3	Proof Point 3
We turn knowledge into action to show students how their education directly translates into real-world success.	We offer varied support for all types of learners, Advanced Placement courses, and tutoring to make sure every student can reach their academic goals.	We believe that each student brings a unique blend of experiences, perspectives, and talents that enrich our learning community.

Customer Feedback	
Does each tier of the pillar support the next?	Yes
Are there opportunities to cut, condense, or inject more emotion?	Good
Is how you do, what you do, communicated clearly?	Yes
Are the benefits your company brings clear and consistent?	Yes