

# Value Propositions - Revisited

## Color Coding for All Examples

- **Blue** = Feature
- **Green** = Benefit
- **Black (Bold)** = Framework inserts for exercise purposes
- **Orange** = Value Proposition Statement

### Apple

All apple **devices sync up with each other**, so that you have **seamless access to all your information from any apple device**. Because you have seamless access to all your information from any device, it makes it really **easy and simple for you to stay connected** and have access to all your information at all times—no matter where you are or what device you are using.

### Amazon

Amazon Prime **purchases are delivered in 2 days**, so that you can **get your items quickly**. Because your items arrive quickly, **you can skip the store and eliminate the hassle of driving and waiting in long lines**.

### Blue Apron

Blue Apron **delivers recipes and all ingredients weekly**, so that you **don't have to plan out your meals each week and go to the grocery store**. Because you don't have to plan your meals each week and go the grocery store, **making home-cooked meals is easy and hassle-free**.

# Finalized Value Proposition Examples

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Once you went through the exercise, you can rephrase the sentences to concisely convey your product's benefit and value in one sentence. *It's also a good idea to put the feature towards the end, so you can lead with a 'you statements'.*

LEAD WITH THE VALUE STATEMENT IF POSSIBLE!

- **Apple:** Apple makes it simple and easy to stay connected with seamless access to all your data and information across all your apple devices.
- **Amazon:** Get your items quickly and skip the hassle of driving and waiting in long lines at the store with Amazon Prime 2-Day shipping.
- **Blue Apron:** Blue Apron delivers recipes and all ingredients weekly making home-cooked meals easy and hassle-free since there's no grocery or meal planning involved.