



Attract High-Value Clients E-Book

What Does Your Business Stand For?

Value Proposition Addresses Customer's Problem

Your value proposition explains why your customer should purchase your product or service. It clearly explains what differentiates you, or makes your offering “unique,” and why you are the best choice on the market. Often, when a prospect in this particular segment or industry asks, “what do you do?” or “what makes you different?” it can be hard to define this or give a general answer.

Customer Profile

Customer jobs - *rank by most importance. Important - insignificant*

What are the things your customer is trying to get done in their work life- tasks they are trying to perform, problems they are trying to solve, the needs they are trying to satisfy

1. Functional – task or solve a problem EG mow the lawn, eat healthy
2. Social – look good or gain status EG be seen as competent or professional
3. Personal/emotional- feeling safe and secure, peace of mind

Customer Profile

Pains – *rank by how severe they are in the customers eyes. Extreme - moderate*

What annoys your customer in getting the job done or prevents him from getting the job done?

- What does not work well, or has a negative side effect? EG “I look bad doing this and I don’t feel good doing it”
- Obstacle- what prevents your customer from getting the job done? EG “I cant afford any of the solutions, lack the time to get the job done”

Customer Profile

Gains- *rank by how essential they are in the customers eyes. Essential – nice to have*

What are the outcomes and benefits your customers want?

- Required gains- without these gains the solution would not work
EG smartphone must be able to make a call
- Expected Gains – we expect these come with
EG Apple comes with a well designed and looking phone
- Desired gains – go beyond what your customer expects
EG Apple phs can be seamlessly integrated with other devices

Providing legal advice to Bayside Residents

READ MORE

WATCH OUR VIDEO

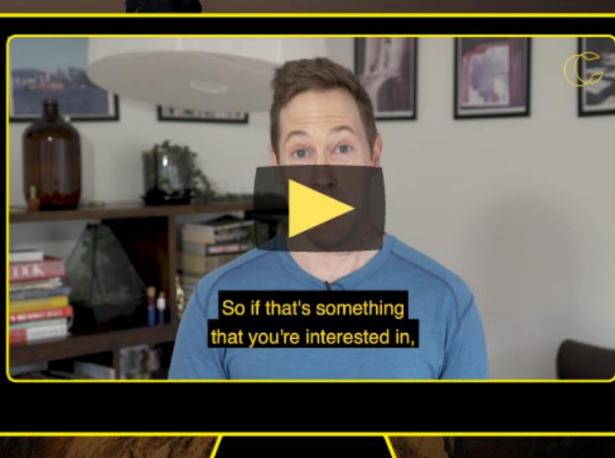
- Clear target market in the home page headline
- Two simple call to action buttons to engage further

Helping experts share their knowledge

Keep top of mind, position yourself as an authority and grow your business with Concurve Content Marketing.

OUR PROGRAMS >

CALL US >



- Clear value proposition in the heading, and in the sub-title
- Three engagement methods in the heading (video, two buttons)



Smart Bookkeeping Solutions

For business owners and their trusted advisors

GET STARTED



- Clear value proposition in the heading
- Target market specified (business owners and trusted advisors)
- Multiple call to actions

Websites That Work

Entrepreneurship to End Extreme Poverty



- Clear value proposition in the heading
- Mission and vision inspires website visitors to engage further

We believe a world free of extreme poverty is possible.

Championing Australian Grown Produce Through Innovation

[Home](#) [About](#) [People](#) [Services](#) [Contact](#) [More](#)

Call: 1300 756 216

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- Clear value proposition in the heading and mission
- Note use of power words – innovation, championing

- Three call to actions (sidebar, call, subscribe, plus menu options



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THE GOLF CLUB OF BOX HILL

Welcoming to all.

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**Corporate Video stories that
*move the world forward!***

NEED A
HAND?

- No ambiguity about the service and location
- Three call to actions (phone, contact, join now, enquire) creates best chance to capture visitor enquiries
- Video showcasing behind the scenes and the environment builds trust immediately

- Clear mission in header statement
- Multiple call to actions (phone, contact us, sidebar chat, social media connection, series)
- Using white on darker colours is easy on the eye

Inspiring Prospective Clients



Mark your calendars! September 28 – October 1 are the official dates for Content Marketing World 2021. Given the current situation, we have both virtual and face-to-face options for you!

What will it look like? A robust hybrid event* is what we're planning. It will include:

- An in-person event taking into account everything that we are thinking about ourselves – time with each other, amazing speakers, and tech partners, but also health and safety measures.
- A virtual event that brings you along on the journey with livestreamed keynotes, virtual tracks, access to breakout sessions in real time or on demand, and an online networking component to be part of the action!

We're excited for the opportunity to gather together and learn and grow as a community in different ways. It's an exciting adventure, and we hope you'll be there with us.

Register by December 31 to not only take advantage of the lowest rates you'll find for CMWorld, but also to use up any remaining marketing or continuing ed budgets before the end of the year. We can't wait to see you!

- Great use of bright colours to attract attention
- Goes straight into the purpose of the email – to provide dates and benefits of their event
- Provides an offer (and further reasons of logic to spend)
- Overcomes some frequently asked questions in the bullet-points

REGISTER TODAY!

Hey Andrew,

Imagine you, a master public speaker with a huge audience...

You're confident, highly respected, and commanding the attention of the crowd.

As you speak, your words ignite the excitement, joy, and passion inside them

And when you finish, *the audience goes wild.*

What would this kind of success mean to you? Would it fill you with the confidence you need to launch a remarkable career?

Well... unfortunately, this isn't the reality of public speaking for most people.

In fact, statistics show that the fear of public speaking is ranked above the fear of death and it affects about 73% of the population!

I don't want you to feel that fear, Andrew.

That's because public speaking is a **learnable skill.**

What if you spoke at a few events each month, and earned more in a few hours than you would in a full month of work?

How would that change your life?

In my blog, [How To Become A Motivational Public Speaker](#), I teach you how to make six-figures a year as a public speaker in just five simple steps.

After you read it, you'll feel energized and ready to speak to a public audience with confidence!

[Click here to unlock your true potential as a public speaker.](#) To your success,

- Personalisation is used twice (on intro and half-way through copy, with first name). Keeps attention.
- Evokes outcomes (imagine you, a master public speaker...) and aspirations – softer than fear, but more trustworthy.
- Explains the gains and overcoming any objections (fear, expertise, time spent to learn)
- Uses two call to actions in links
- Plain text emails look like they are direct from the sender, so we treat it and consume it differently

Asia Pacific

The Future of Nutrition, Health and Wellness

The latest market research, product innovation insights, and consumer trends from across the Asia Pacific food and drink industry

[download now](#)

NEW 2021 EDITION

- Using image on copy engages different levels of interest
- Two download buttons (on image and on button) gives readers two options)
- Direct copy respects a readers' sense of urgency and covers the pain (critical truths in industry) and gain (opportunities and trends).

The pandemic has exposed critical truths related to nutrition, health and wellness and shown health is both a personal and public concern. The Future of Nutrition, Health and Wellness 2021 report takes a look at shifts in consumer behaviour and how staying healthy for today and tomorrow equates to holistic solutions, with opportunities for healthy foods that are affordable, accessible and sustainable.

Mintel's Future of Nutrition, Health and Wellness 2021 report [partial] is available for free.

[Download now!](#)

More questions?

Book a Call:

<https://calendly.com/conqurve/30min/>

Contact:

Andrew Marmont
CEO, Conqurve Content Marketing

Andrew@conqurve.com.au

0450 327 095

www.conqurve.com.au