

STOP SELLING YOURSELF SHORT

WITH EMMA SELBY

www.signalbizhub.org

Stop
Selling
Yourself
Short!



#bordonworkspa

www.signalbordon.org

SIGNAL

BIZHUB 

Key Content

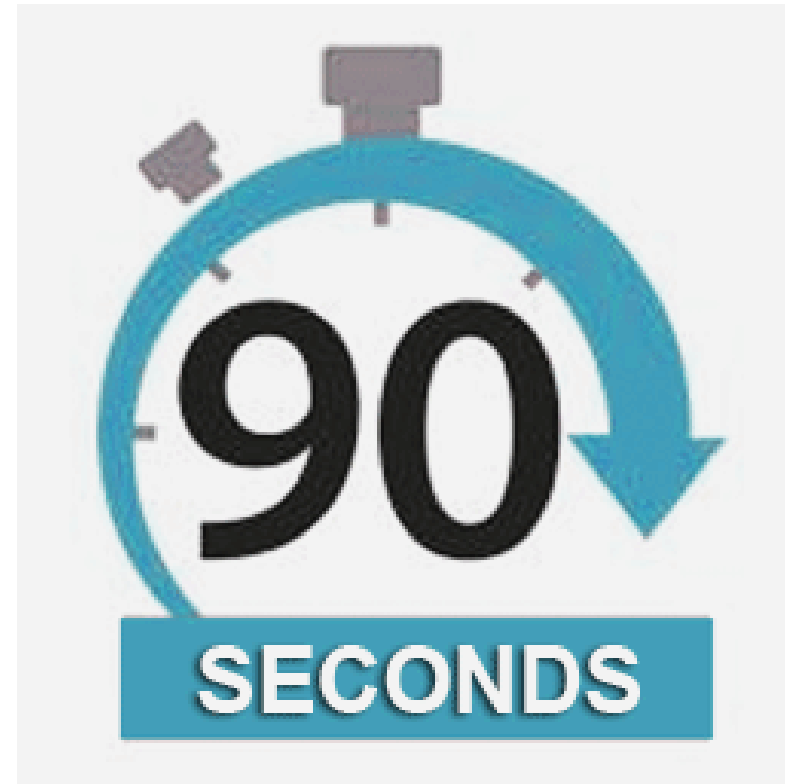
- Create a value proposition that your prospects will buy into
- Take your value proposition to the next level
- Create multiple pitches



#bordonworkspa

www.signalbordon.org

Group Warm Up



45 seconds to tell
each other what you
do



#bordonworkspa

www.signalbordon.org

Group Warm Up

Who was listening?
Feedback....



#bordonworkspa

www.signalbordon.org

Who am I?

Emma Selby

Founder of SiGNAL

- BBC journalist
- Petroleum Argus journalist
- Competitive Skydiver
- Exotic Sky Adventures
- Parachute packer
- Longrigg Sportswear



#bordonworkspa

www.signalbordon.org

2012

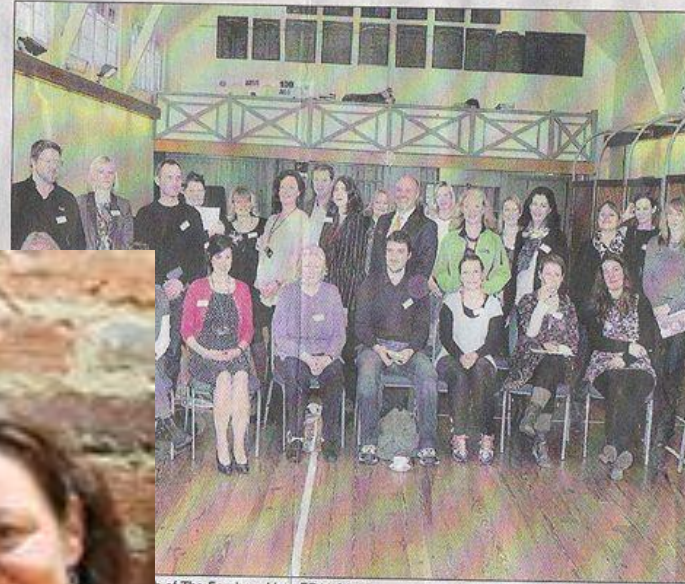
Business mums launch their Hub brainchild

THE Farnham Hub is a community venture designed to give small business owners the chance to access quality training and networking opportunities within a timeframe they can manage and at a price they can afford.

It is the brainchild of Farnham business mums Emma Selby and Jane Woodyer, who piloted the idea last year with great success and then went on to conduct an extensive market

Banko of Dave Banko solutions, psychology expert Nic Malcolmson and life coach Annie Pritchard from The Way Forward, plus blogging and social media expert and co-founder of The Farnham Hub, Jane Woodyer of I Love 2 Blog 4 You.

Courses and workshops will be on business-related subjects such as blogging, marketing, finance and confidence training. Emma Selby explained:



of The Farnham Hub. FD11-21-13.

Herald proprietor Sir Ray Tindle speaking at the launch



thing to do." Suzanne will be teaching assertiveness techniques and negotiating skills which she describes as being "essential for any entrepreneur". Angus Lyon, also of Johnson Fellowes, has years of start-up coaching behind him and is also excited about sharing his knowledge with relatively inexperienced entrepreneurs. "For me, the Farnham Hub is a great way to give something back to my community. Who knows, the

next Anita Roddick may just come through the door. Start ups and young businesses are exciting. It's all about giving them the tools to grow their business and then watching the results!" Angus is leading the 'Business Builder', a course of three two-hour sessions that will empower small businesses to really take charge of their business and get great results. Annie Pritchard is running goal-setting and results exercises at The Hub Her

first workshop is today (Friday). Dave Banko Solutions is booked to run a time-management workshop in June and there are plans to hold workshops on 'writing attention-grabbing copy' with an ex-Sun headline journalist and overcoming barriers to public speaking with Nic Malcolmson, a London-based psychologist. Emma commented: "The launch went so smoothly. I feel all our hard work has paid off. All the entrepre-

neurs loved our take on networking which allowed entrepreneurs one on one time with everyone else in the room. "Sir Ray gave a really inspiring speech and people came away feeling part of something new and exciting. Those who brought kids were very impressed with the service in the creche. The response on our social media platforms in the hours since the event has been overwhelming, we are selling lots of membership

packages!" All courses can all booked through Farnham Hub facebook page which can be found at www.facebook.com/farnhamhub or the web at www.thefarnhamhub.com. Full membership is £10 a month, which includes free networking sessions with talk or workshop a month and all courses half price, plus other counts and freeties.



#bordonworkspa

www.signalbordon.org

2014

- Downing St
- Regional Enterprise Champion for Surrey and Hampshire
- Won 'X- Citing New Business award

#bordonworkspa

www.signalbordon.org





The Country Market

#bordonworkspa

www.signalbordon.org





Finding and Keeping
Customers!

#bordonworkspa

www.signalbordon.org

Today's learning

February's Theme:
Delivering Value

- My Growth Planner

SIGNAL BiZHUB		My Growth Planner		To use this planning tool effectively download our FREE 27 page guide: signalbizhub.org/mgp	
Delivering Value February 2020	Ideal Customers March 2020	Marketing 101 April 2020	Business Costs May 2020	Increasing Sales June 2020	
	Collaboration July 2020		Social Media August 2020		
	Productivity September 2020	Communication October 2020	Business Support November 2020		



#bordonworkspa

www.signalbordon.org

Have you got
your
BizHub Guide?



#bordonworkspa

www.signalbordon.org

www.signalbordon.org/mgp

If you want to know more...



#bordonworkspa

www.signalbordon.org

Value Proposition??

Customer
Proposal!!

Not to be confused
with:

- A value statement
 - core beliefs
- The value OF your company
 - (£££ - exit)
- A mission statement
 - (why you exist)
- A vision statement
 - (where you are headed)

Today's learning

The Value Proposition

- My Growth Planner

SIGNAL BIZHUB		My Growth Planner			To use this planning tool effectively download our FREE 27 page guide: signalbizhub.org/mgp	
Delivering Value February 2020	Ideal Customers March 2020	Marketing 101 April 2020	Business Costs May 2020	Increasing Sales June 2020		
	Collaboration July 2020		Social Media August 2020			
	Productivity September 2020	Communication October 2020		Business Support November 2020		



#bordonworkspa

www.signalbordon.org

Peter Messervy
60 Minute MBA

“A Business is a
Value Delivery
System. And yet
most business
owners cannot
articulate their



#bordonworkspa

www.signalbordon.org

value”

Can you?



#bordonworkspa

www.signalbordon.org

Today's learning

Your Value
Proposition
tells your
customers why
they want to
buy from you



#bordonworkspa

www.signalbordon.org

What problem are you solving?

Who are you solving it for?

What result will you deliver?

What makes you different or unique?

What is the wider or deeper impact ?



#bordonworkspa

www.signalbordon.org

A proposal?



[This Photo](#) by Unknown Author is licensed under [CC BY-NC](#)

#bordonworkspa

www.signalbordon.org

Accountant :

I manage the accounts of freelance consultants

I work with consultants earning over £500 a day

I know I can save them over £9000 a year

And help them regain three hours of time each week

Which means that they have more time with their family and more money to spend



#bordonworkspa

www.signalbordon.org

Cleaning Company :

We specialise in local surgery cleaning – dental ,
medical and vets

We have 20 fully trained teams cleaning across
10 towns

We deliver exceptional cleanliness and hygiene
standards

Maintaining our reputation is incredibly important
to us as we have won multiple awards for
outstanding attention to detail AND customer
satisfaction

Which means that when you book us you know you
can enjoy complete peace of mind



#bordonworkspa

www.signalbordon.org

Business Training Provider:



#bordonworkspa

www.signalbordon.org



Flexible workspace, events and business training

Local business owners and the self employed

We de risk your business activities, develop your skills and measure your progress

We also support you by listening to your challenges and connecting you to solutions, new opportunities and prospects

You feel more connected, empowered and confident, allowing you to develop your business and in turn help others grow and succeed

What problem are you solving?

Who are you solving it for?

What result will you deliver?

What makes you different or unique?

What is the wider or deeper impact ?



#bordonworkspa

www.signalbordon.org

Adding Value

– 3 ways

Listen to your customers

Improve your customer service

Become a trusted authority



#bordonworkspa

www.signalbordon.org

BizHub Tip:

Use Survey Monkey to create a free online survey of up to ten questions



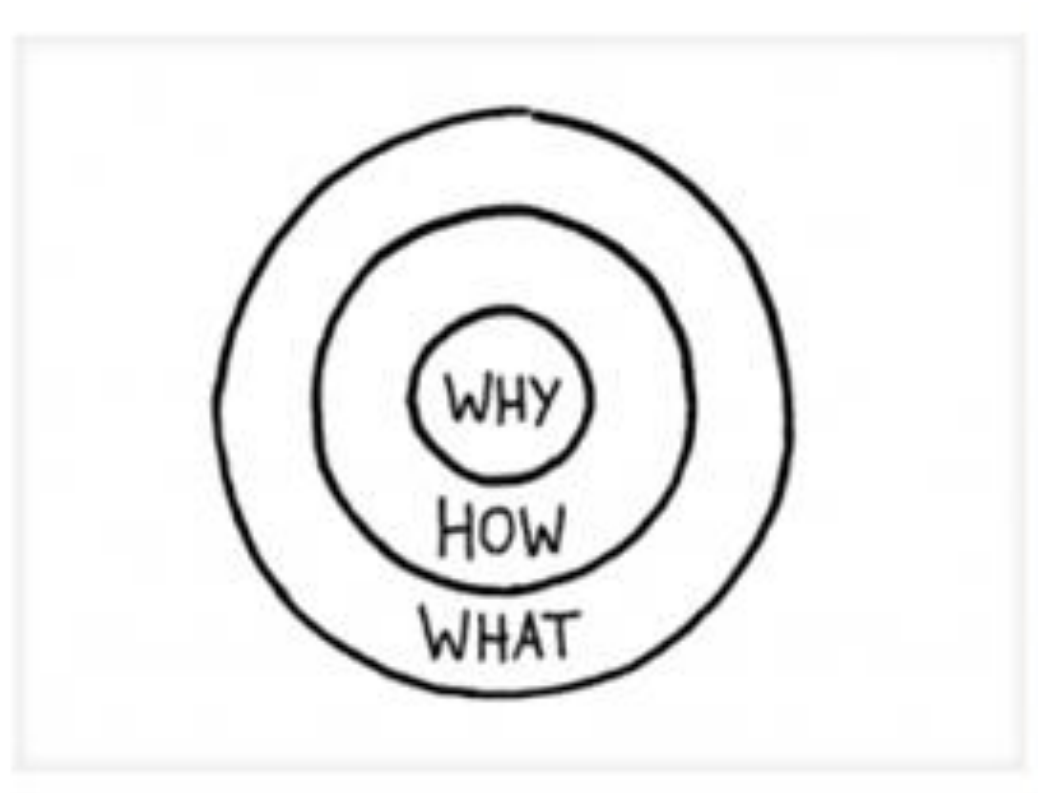
SurveyMonkey®



#bordonworkspa

www.signalbordon.org

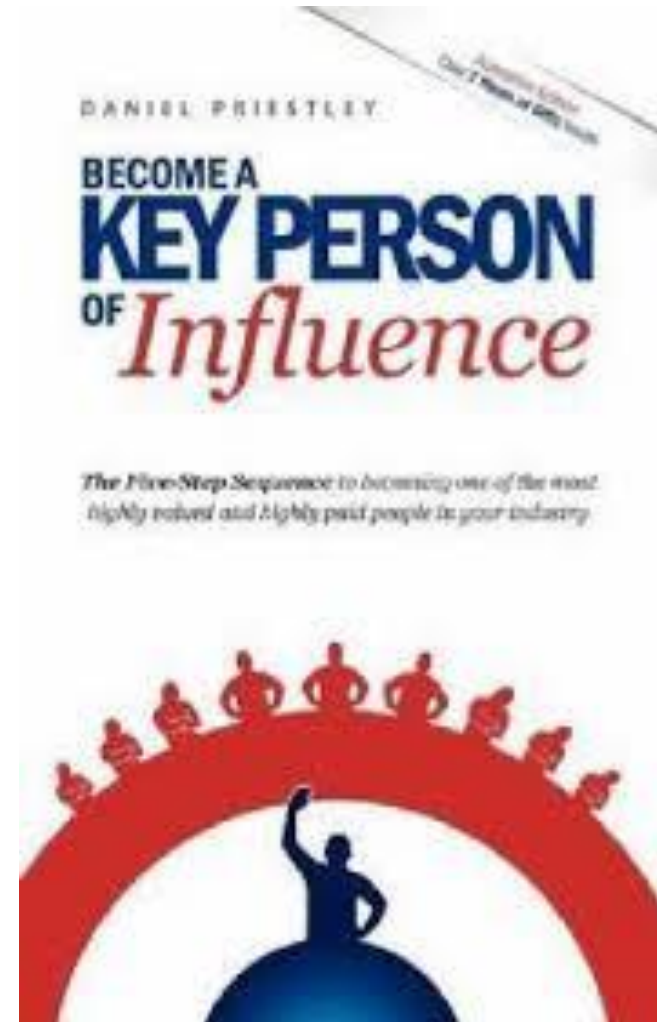
**BizHub Recommended
Watch:
Simon Sinek
Start with Why**



#bordonworkspa

www.signalbordon.org

BizHub Recommended Read:



#bordonworkspa

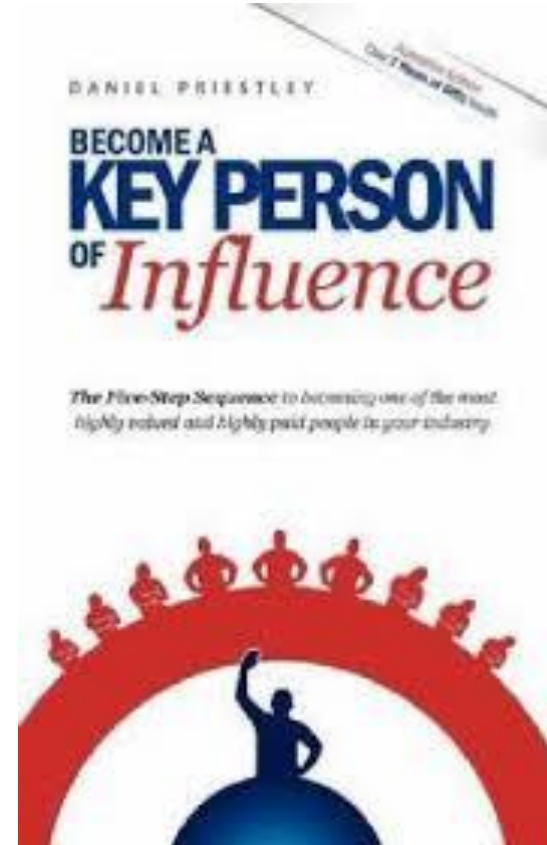
www.signalbordon.org

‘No one should build a business alone’

Emma Selby

‘You would be completely MAD to try and build a business alone’

Daniel Priestley



#bordonworkspa

www.signalbordon.org

Who are you solving it for?



#bordonworkspa

www.signalbordon.org

SIGNAL

BUYER PERSONA TEMPLATE

UNDERSTAND YOUR CUSTOMERS SO YOU CAN
COMMUNICATE WITH THEM EFFECTIVELY

SIGNAL
Martinque House
Hampshire Road
GU35 0HZ
01420 556335
www.signalbordon.org
work@signalbordon.org

What result will you deliver?



Maslow's hierarchy of needs



#bordonworkspa

www.signalbordon.org

What makes you uniquely valuable?



#bordonworkspa

www.signalbordon.org

What is the wider impact for society?



#bordonworkspa

www.signalbordon.org

Your Value Proposition

The most effective value propositions are clear. When you read them, you understand exactly what the brand does and whether their products or services are for you: even when they don't specifically mention a product or service name.

Answer the following 5 questions and keep these in mind as you develop your VP:

1. What problem are you solving?
2. Who is it (your brand and products / services) for?
3. What result will you deliver?
4. What makes it unique?
5. What is the wider impact?

Now create a word cloud of phrases and words that best describe your brand's value:

Using the ideas above start crafting a short paragraph that explains clearly and concisely what you do, the key benefits to customers and the added value that helps differentiate you from your competitors:

Take your value proposition to the next level

<i>Brand Strapline</i>				
<i>Storyline</i>				
<i>Boiler plate / Elevator pitch (100 words)</i>				
<i>50 words</i>				
<i>20 words</i>				

<i>How we deliver</i>				
<i>How we add value</i>				
<i>Our promise</i>				
<i>Tone of voice</i>				