

# THE WHOLESALE FORMULA

## Module 4 – Value Prop Website Structure

Hey guys, Eric here. In this video, I'm going to break down the structure of the ideal value prop website. Doing so will help you better understand how to best construct your own site. The very best value prop websites can be broken down into 4 parts. That's right, just four parts. If that sounds simple and easy, that's because it really is. Let's dive in.

Our recommended value prop website structure is made up of the following four elements:

1. **Headline**
2. **About Us**
3. **Value Propositions**
4. **Contact**

Let's go through these one by one so you have a better understanding of their purpose.

1. **Headline or hook** – This is a short, powerful statement about your company that draws the reader in. It's generally the first thing that any visitor of your site is going to focus on, so it's extremely important. The headline should be intriguing enough to make the reader want to learn more about your company. It acts as an introduction to the reader. Your headline should tell a story about your company in one succinct sentence. After reading your headline, the reader should have a general idea about what your company offers.

Here is a great example: "We're in the business of driving growth with brands worth believing in." This is the previous headline touted on NetRush's site. It's short, powerful, and gives the reader an idea of exactly what it is they do. Here is their current headline, "We drive sales by making your brand's story come to life on the Amazon Marketplace." Again, one succinct sentence that tells you how they benefit potential brand owners.

Let's also talk about the formatting. Notice the headline is right in our faces. It's the main focus; right in the center of the screen. The white font stands out from the dark background. All of this is intentional. It's very strategic, and it works. We can't help but read the headline.

Let's look at another one; this time Avalanche. I don't know about you, but the first thing I notice is the video background. This one is a little different from Net Rush as they have their logo in the dead center of the page. Right below that we see the headline. "Join us on the summit. Helping you take your brand to new heights." The mountain in the background, the logo, and the words "summit" and "new heights" in their headline thematically ties everything together quite nicely. I really like

what they've done here; it's very clever. Although I think the background is a little busy, I like that it gives you a behind the scenes look into their company without using extra space or words. Like Net Rush, it's simplistic, but it's all very well executed and very professional.

Let's look at one more; Quiverr. Again, the first thing on shown to us is the headline, dead center of the screen. This headline is interesting because it acts as a formal direct introduction. "Welcome to Quiverr." Below that we see, in smaller font, "We rescue brands from marketplace mayhem." Note the specific use of the word "rescue" and how it ties into the background image of the lifeguard station. I like everything going on here; it's inviting and thematic.

Ok, we've seen 3 great headline examples of some of the largest Amazon sellers, and what have we learned? It's all pretty simple stuff, right? Each headline basically stated that they are in the business of helping brands. Net Rush drives sales by making a brand's story come to life, Avalanche takes brands to new heights, and Quiverr rescues brands. They're actually all quite vague. It's not about being specific with headlines. It's just about grabbing the reader's attention. And even though they're vague, they're also exciting to prospective brand owners. Who doesn't want to be rescued or taken to new heights? Now that you understand the importance of a headline, let's move on to the the second element of your web page: the "about us" section.

2. **About Us** – The "about us" section is important as it thoroughly introduces the viewer to your company and explicitly tells them who you are, what you do, and who benefits from your work. Let's look at this example from Avalanche:

"Avalanche Industries is one of the largest and most dynamic ecommerce retailers in the country. Using proprietary software, we track and analyze terabytes of data each day to manage, market, and retail products for some of the nation's top manufacturers. We are committed to versatility, adaptability, and most importantly our vendor relationships. At Avalanche, our business model is based on mutual success. When we prosper, so do our vendors, employees, and community as a whole. Our partners have over a century of retail experience, and their energetic and progressive spirit is reflected in our growth, culture, and success as a whole."

This is great copy. Avalanche has definitely put a lot of thought and effort into crafting a great "about us" section. But if you break this message down, it simply states that they are a large ecommerce seller that looks to build and grow mutually successful relationships with partnering brands. That's exactly what we teach in the course and, again, it tells you who they are, what they do, and who benefits from their services. Let's now use that as inspiration to craft our own. Here is one I wrote in only a couple of minutes:

"Super Company is an experienced online retailer partnering with some of the best brands in the world. We know how important your brand is, that's why we work hard to add value beyond simply selling your products. Our dedicated team works closely with our partners to ensure we understand your goals and your vision in order to take your brand to the next level. We focus on building mutually beneficial relationships with brands who have the same dedication and enthusiasm that we do for growth and success."

See, it's really not that hard once you break it down. But I must warn you, please do NOT simply copy the above message. Please use it as inspiration to craft your own personal message.

So, as you can see, the copy should be written so that it lets the visitors know that your partners are your number one priority. This is the message you want to send. Again, who you are, what you do, and who benefits from your business. This is basically a mission statement that you slightly expand on. If you're thinking, "that was all pretty vague." Well, you're right. Again, the goal of the "about us" section is to basically state that their brand is your number one priority. I recommend that you take some time to study other sellers' sites for inspiration. The next element is where we will specifically outline exactly HOW we can help prospective brand owners.

3. **Value Propositions** – value props site has to have these, right? Your value props break down how your company specifically adds value to prospective brands. Again, it's all about addressing those key areas of brand awareness, brand protection, brand perception, brand presentation and customer service. Let's look at some examples.

This is Big Fly's site. Let's scroll down and look at some of their value props. Ok, here we are. We can see that they use a combination of copy that includes a headline and some value props.

"We buy it, we keep it - Once a product is purchased by Big Fly, it becomes our responsibility. No returns and no buy backs. We pay for products upfront and take the risk out of your hands."

Check. You will do the same. Next.

"Online retail strategists - We provide dependable forecasts to keep your product in stock, but not overstocked, which allows for seamless transactions with our partners and customers."

Check again. You will also learn to forecast to ensure you always are properly stocked.

"Specialists, not generalists - Not all of our business partners are the same, so we don't treat them that way. Our specialists focus on different industries to create a tailored relationship that is most beneficial for selling your products online."

And check. We also teach you to focus on establishing mutually beneficial relationships with any and all brands instead of one specific niche.

A lot of your value props can naturally come from the teachings of this course. As we continue through the remaining modules, look for lessons that you can pitch as value props. Here are some examples of things you've already learned that you can use as value propositions:

You've already been taught how to monitor and track the estimated total sales of a product on Amazon. A lot of brands have no clue how to find their total Amazon sales, but you do. Jungle Scout tells you everything. So, you might say "We use the latest tools and software to track your brand's sales on Amazon. This allows us to not only forecast more accurately, but we also share this data with our partnered brands increasing their supply chain visibility." Obviously, you would need

to follow through with sharing the data, but as you already know, this is a fairly easy task. See how easy that was? If you choose to use this as one of your value props, make sure to put your own personal touches on it.

You've also learned how to control the buy box which means you know how to competitively price and fulfill products to optimize sales. Would it surprise you that most companies don't even understand how the buy box works? Through our experience, most don't. Compared to them, you're already an Amazon marketplace expert. This can be a value prop.

Another easy value prop we'll discuss is listing optimizations. Far too often, brand owners are oblivious to how vital a professional Amazon listing is to their brand. A large portion of potential customers are first introduced to new brands and products via Amazon listings. So, that is often the first touchpoint customers have with their brand's products. First impressions are important. We'll go over all of the things you can do to optimize listings that make the best first impressions.

Amazon's FBA program means that any product you sell will always be professionally packed and shipped. In addition, Amazon's highest priority is customer satisfaction, which means their customer service is superb. Your customers receive their products correctly and on time. Plus, if there's an issue, they're taken care of with minimal hassle. This is valuable to brand owners and you provide it simply by subscribing to FBA.

All of these can be pitched as value props and they are all things that are taught in this course. Be on the lookout for other lessons you can turn into value props going forward. That brings us to the 4th and final element of your value prop site, the contact section. You'll be glad to know that this is by far the easiest element to execute.

4. **Contact** – This is simply a form that brand owners can fill out and submit when they are interested in working with your company. We recommend having the following inputs: Name, Email, and Message. These are the minimum inputs you should have on your contact form. Let's take a quick look at Avalanche's contact form as an example.

At the top, they include a brief, personalized custom message for visitors. And in addition to Name, Email, and Message, they have Phone and Company inputs along with their physical address and their support email address. Something that we do is provide a business phone number. As you'll learn in the website tutorial video, many of the Wix templates you can select from include a contact form which makes creating this element even easier.

Alright, in this video you learned the 4 elements of a value prop website. They are the headline, the about us section, your value props, and the contact form. Each one is an essential piece that's as equally important as the others. Your value prop website will be critical to the success of your business as it professionally represents your company and communicates your mission to prospective brand owners. Again, I suggest reviewing the other sites I previously mentioned for inspiration.

Before we go, my last words of advice are to just have fun with it. Create something that you feel

represents you, and create something that you can be proud of. Dive in, get creative, and go nuts. That wraps it up for this video. Be sure to watch the value prop website tutorial in which Dylan provides a live demonstration where he creates a value prop website from scratch in about 20 minutes! Thanks for watching and I'll see you soon.

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