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THE SBRA COMMUNITY SO, WHAT IS YOUR VALUE PROPOSITION?



By Gary Seibert, CEO,
Small Business Resource Association

Did you ever stop to think about why you choose one gas station, one restaurant, one particular make of car, one brand of tooth paste or one of anything over another? A month ago, my wife and I drove almost an hour to go grocery shopping at Trader Joe's in King of Prussia. We have plenty of grocery stores here, in Berks County, within ten minutes of our house. Instead, two hours of driving and \$13 of gas later we enjoyed our shopping experience at a grocery store that is one twentieth the size of Giant. What was it about Trader Joe's that enticed us to make that trip instead of shopping at Giant, Wise, Redner's, Aldi's or Kimberton? They're all good grocery stores.

Since the world began business owners have been in a battle trying to outdo their competitors. Price wars, better selection, bigger facilities, more modern ways of doing business, better trained staff, better locations, more marketing, better branding, give aways, loss leaders, mascots, catchy slogans, celebrity endorsements and the list goes on. The battle to win consumer loyalty and the cost associated with it has made many marketing companies very wealthy. It has also resulted in many small, mid-sized and large companies going out of business.

I believe that successful business owners take a deep look at their customer base, the product/service they are offering and their competition to find out what they need to do to be the business of choice in their customer's eyes.

They also need to be "top of mind" in their customers decision making process. This is known as understanding your **VALUE PROPOSITION**.

A value proposition is a concise, clear statement explaining why a customer should choose a product or service, highlighting its unique benefits and how it solves specific pain points. It differentiates a brand from competitors, focusing on value, not just features, to improve conversion rates. It is a critical marketing tool, often structured around a headline, sub-headline, and key, tangible benefits.

*Key Components of a value proposition —

- **HEADLINE:** Identifies the primary benefit and the main problem solved.
- **SUB-HEADLINE:** Explains the offering in detail - what for whom and why it's useful.
- **KEY FEATURES/BENEFITS:** Bullet points showcasing key advantages (e.g. speed, price, quality).
- **VISUALS:** Images that communicate the value proposition.

The Value Proposition Canvas is a tool used to ensure a product is centered around customer needs. It has two parts:

1. **CUSTOMER PROFILE:** Outlines customer jobs (tasks), pain (what annoys them), and benefits (what they want to achieve).
2. **VALUE MAP:** Outlines products/services, pain relievers (how to fix their problems), and gain creators (how you provide value).

How to differentiate your value proposition:

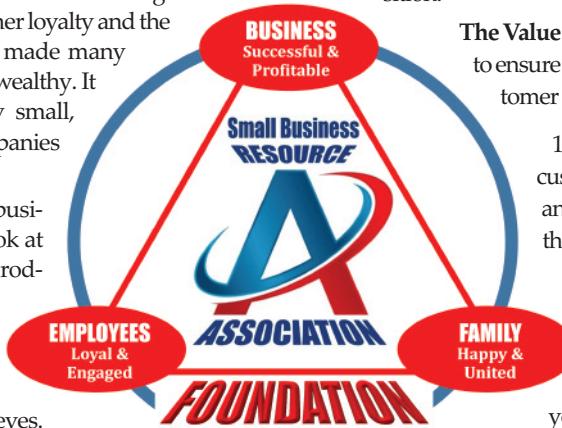
1. **FOCUS ON UNIQUENESS:** Highlight features that competitors do not have.
2. **TARGET SPECIFIC PAINS:** Address a pain point that competitors ignore.
3. **EMPHASIZE OUTCOME:** Focus on the result the customer gets, such as "faster service" or "more sustainability".
4. **USE DATA:** Support your claims with specific statistics and facts.

Two great examples of this are:

Coca-Cola—To provide refreshment and enjoyment to people of all ages and demographics worldwide. Nike—Inspiring and innovating for every athlete (defining "athlete" broadly as anyone with a body) by providing high quality, high performance, fashionable, and accessible athletic products, fostering an emotional connection through empowerment ("Just Do It"), and leveraging strong branding and technology to meet diverse needs from professional sports to everyday wear. Notice the difference between the two, Coke was short and to the point, Nike covered several values in their value proposition. Your VP does not have to be long.

Your Value Proposition is your "secret sauce" to success. If you do not have one, take a deeper look at your products and services, customer needs and competition. Find your Value Proposition and you will unlock the door to your future success. Without a VP, you are just another player in the game without anything to really attract customers. Here's a thought—you or one of your employees might just be your Value Proposition. There are places my wife and I frequent, mainly because of the owner and the people that work for them.

As for Trader Joe's, their value proposition made the trip well worth the time and gas it took to get there. We will go back again, and again, and again.



SBRA Business Spotlight



Reading Dermatology Associates

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- Breakfast Referral Club – March 6th at B2 Bistro
- SBRA Networking Mingle – March 25th

HOW TO LEVERAGE YOUR STRENGTHS IN HEALTH AND BUSINESS

**By Dr. Bill Moss,
Keystone Specific Chiropractic Center**



KEYSTONE SPECIFIC CHIROPRACTIC CENTER, WISCONSIN

In both healthcare and business, one fundamental question shapes outcomes: Are we focused on what is wrong or on what is right?

Traditional healthcare models are largely deficit-based. Meaning, we look for dysfunction, diagnose the problem, and attempt to fix it.

While necessary at times, true health is not merely the absence of symptoms. It is the optimal expression of function and coordination. Gallup's Clifton Strengths assessment applies to that same philosophy to leadership and organizational performance. Instead of asking, "What are your weaknesses?" it asks, "Where are you naturally strong?" Research consistently shows that individuals who use their strengths daily are more engaged, more productive, and more resilient under stress!

In business, leaders often fall into the trap of trying to become well-rounded. First, this sounds like a good idea. We become hyper focused on our weaknesses, and attempt to master every skill, manage every detail, and compensate for every perceived shortcoming. The result is often exhaustion and lack of growth.

A strengths-based model offers a more sustainable path in business and health.

When leaders understand how they are wired, they can design their roles around high-impact activities that energize them. Instead of spending their time in areas that drain them, they focus on uplifting pursuits.

The same principle applies to teams.

At Keystone Specific Chiropractic Center, we use CliftonStrengths with every employee. It shapes how we hire, how we assign responsibilities, and how we develop leaders. Rather than forcing uniformity, we intentionally build complementary strengths into our organization.

Some team members naturally excel at details and processes. Others thrive in connection and communication. Others are wired for execution and momentum. When each person is positioned according to their strengths, engagement increases and harmony exists between our practice and clients.

More importantly, it changes the healthcare experience we deliver.

Patients can feel the difference when a team is operating in alignment. Front desk interactions are warmer. Systems are smoother. Communication is clearer. Care is consistent. A strength-aligned team creates a more stable, confident environment that is especially valuable in healthcare, where trust and clarity matter.

This approach also reshapes how we view stress. When individuals consistently operate outside their strengths, stress compounds. Decision fatigue rises. Morale declines. When people work in alignment with how they are designed, effort becomes more sustainable. Energy expands rather than depletes.

In chiropractic, we emphasize neurological alignment because a properly functioning nervous system allows the body to adapt to physical, chemical, and emotional stress more effectively. Strength's alignment in business works similarly. When leaders and teams operate according to their design, they adapt better to market pressures and growth challenges.

For business owners, three practical steps can help:

1. Shift from deficit-based thinking to strength-based strategy.
2. Design roles around talent, not just job descriptions.
3. Build teams with complementary strengths rather than identical profiles.

You cannot outperform misalignment indefinitely. Whether in health or in business, sustainable growth begins by identifying what is right, developing it, and building your systems around it.

Alignment is not just a wellness principle. It is a leadership advantage.

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