**Value Proposition Worksheet**

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| **Date Prepared:** |  |

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|  | Have you identified your ideal client/market segment you want to target? |
|  | Do you understand your market's barriers? |
|  | Does it accelerate revenue by focusing on most profitable target markets and offering specialization vs. general solutions? |
|  | Is it clear, concise and easy-to-understand? |
|  | Does it speak to the buyer’s head, i.e., facts? |
|  | Does it speak to the buyer’s heart, i.e., emotions? |
|  | Does it address a pressing high-priority problem? (and/or specific aspects of that problem) |
|  | Does it focus on a single benefit? (Which benefit do your customers value most?) |
|  | Is it specific vs. general? |
|  | Is it about quantifiable outcomes vs. process? (Allows them to do specific tasks faster, easier, save time, save money, improve quality, get more work done, better serve their customers) |
|  | Does it differentiate you from other options? Elevate you above the competition? |
|  | Does it communicate why your best customers buy from you and why they come back? |
|  | Does it give them tangible reasons why they should do business with you and not anyone else? |
|  | Does it mitigate their risk by offering proof points, evidence, guarantees? |
|  | Does it create a sense of urgency/motivate them to buy now vs. later, refer to limited-time opportunity or negative consequences from inaction? |
|  | Does it include a call-to-action? (Otherwise, it’s just information!) |
|  | Have you used these factors to craft the compelling story of the value you can create? |

Complete the following statement:

*We help* ***[identify your ideal prospects****] that* ***[need help with the pressing problem you address]*** *succeed by* ***[outcomes/results your deliver****]. Unlike* ***[alternatives]****,* ***[your solution]******[main benefit/why your solution is best choice]*** *as demonstrated by* ***[evidence you'll deliver on promise]****.*