

VALUE PROPOSITION WORKSHEET

A good value proposition should address an important job-to-be-done that is not supported well currently. This should be done with an offering that is better than the alternatives, at the lowest appropriate price.

Think through the three questions below, and note your answers.

What is the important job-to-be-done your value proposition intends to address?

Why is it important? What important desired outcome does it serve?

Why is it not well supported? What are the barriers the customer faces?

Next, answer the questions on the second page of this worksheet. Then capture your value proposition below.

Draft Value Proposition

Describe your offering. What job-to-be-done will it address, and how will it do it in a way that is better than the alternatives and at the lowest appropriate price?

Current Competitive Factors

What factors do those trying to address the job-to-be-done currently emphasize?

Potential Differentiated Factors

What could you reduce, raise, or eliminate to create a more compelling value proposition?

Missing Competitive Factors

What are the factors currently missing in efforts to address the important job-to-be-done?

Potential New Factors

What new factors could you introduce to create a more compelling value proposition?