

Write Your Value Proposition Here:

Please read the statement and check the appropriate boxes below:

PROOF OF VALUE

Can you provide evidence or proof to support your value proposition?

Are there testimonials, case studies, or data points included?

Is there a strong call-to-action that encourages customers to learn more or take the next step?

Does it make it easy for customers to see the value in action?

CLEAR CUSTOMER BENEFITS

Does it clearly state what the customer will get from buying your product or service?

Are the primary benefits and outcomes identified and emphasized?

Does it explain the direct positive impact on the customer's life or business?

Does it make it easy for customers to see the value in action?

CONCISENESS AND CLARITY

Is the structure logical and well-organized, making it easy to follow?

Is the language simple and straightforward?

Does it avoid jargon and complex terms?

Is it written at a reading level appropriate for your target audience?

MEMORABILITY

Does it evoke an emotional response or connection with the audience?

Does it leave a lasting impression making it stand out in customers' minds?

Is it short enough to be easily recalled?

Does it use a catchy and memorable tagline or phrase?

DIFFERENTIATION

Does the value proposition explain how your offer is different from alternatives?

Does it highlight unique features or benefits that competitors do not offer?

Does it emphasize what sets you apart in a compelling way?

Does it address specific pain points or needs that competitors overlook?

CUSTOMER PERSPECTIVE

Does the value proposition speak directly to the customer's needs and desires?

Does it use the customer's language and focus on their perspective?

Is it aligned with what customers care about the most?

Is it presented in a way that resonates with the customer's values and priorities?