**Value Proposition Proposal - Instructions**

**Instructions:** Follow the six steps below to complete the Value Proposition Proposal worksheet.

1. **Identify the specific value proposition question you are answering.**

***Example:*** *If I am a marketing practitioner, why should I pay attention to this value proposition worksheet instead of any other worksheet on value proposition?*

1. **Identify 1-3 claims of exclusivity.**

***Example:*** *Because this is the ONLY worksheet on value proposition that is grounded in this level of scientific research.*

1. **Provide at least one evidential (proof) for each claim of exclusivity.**

***Example:*** *We have run 1,257 statistically valid tests focusing on the expression of a value proposition.*

1. **Compose 2-3 draft value propositions to be tested.**

***Example:*** *Because this is the most research-grounded worksheet on value propositions; it draws conclusions from more than 1,250 real-world experiments.*

1. **Measure the potential force of each statement by the following criteria:**

* Appeal – How much do I desire this offer?
* Exclusivity – Where’s else can I get this offer?
* Credibility – Can I trust your claims?
* Clarity – What are you actually offering?

1. **Refine your statements as needed**

**Value Proposition Proposal - Worksheet**

**Value Proposition Question:**

**Claims of Exclusivity:**

* **Claim #1:** *Because this is the ONLY…*

**Evidential:**

* **Claim #2:** *Because this is the ONLY…*

**Evidential:**

* **Claim #3:** *Because this is the ONLY…*

**Evidential:**

**Proposed Value Propositions:**

**Measure the Force Potential:**

Appeal 1 2 3 4 5

Exclusivity 1 2 3 4 5

Credibility 1 2 3 4 5

Clarity 1 2 3 4 5



**Measure the Force Potential:**

Appeal 1 2 3 4 5

Exclusivity 1 2 3 4 5

Credibility 1 2 3 4 5

Clarity 1 2 3 4 5