

Craft Your Value Proposition

VALUE PROPOSITION FORMAT CHECKLIST

- It is Clear**
It uses simple language and purpose and goals are effectively communicated.
- It is Concise**
Succinctly explain your goals in less than 50 words – be straight and to the point
- It is Easy to Understand**
It is inspiring, informative, and memorable for the reader.
- It is Catchy**
It uses simple language and purpose and goals are effectively communicated.

VALUE PROPOSITION CONTENT CHECKLIST

- What product or service is your company selling?
- What is the end-benefit of using it?
- Who is your target customer for this product or service?
- What makes your offering unique and different?