

Build a value proposition people can understand.

Use this worksheet to connect one priority customer, one important problem, one useful outcome and the evidence behind your promise. Write the first version quickly, then replace assumptions with customer evidence.

01

Choose one customer and one situation

Avoid writing for everyone at once. Describe the buyer, the context and the event that makes the problem matter now.

02

Name the valuable change

Move from a feature to the practical outcome the customer is trying to create.

03

Make the alternative visible

Compare the offer with what customers use now, including workarounds and doing nothing.

04

Add reasons to believe

Use a clear mechanism, relevant experience or verifiable evidence. Do not manufacture precision.

05

Draft, test and revise

Check comprehension with customers. Record what changed instead of defending the first wording.

Keep the reasoning, not just the final sentence. The notes on pages 2 and 3 make later message decisions easier.

Define the customer side of the decision.

PRIORITY CUSTOMER

Describe a specific group with a shared situation, need or buying context.

TRIGGER AND SITUATION

What has happened that makes the customer look for a better option now?

IMPORTANT PROBLEM

Describe the friction, delay, risk, cost or missed opportunity in the customer's words.

CURRENT ALTERNATIVES

What do customers use, combine, delay or tolerate today?

EVIDENCE AVAILABLE

Notes, calls, support themes, observed behaviour or reliable data.

ASSUMPTION CHECK

- ☐ We have heard the problem in recent customer language.
- ☐ We know what customers compare us with, not only named competitors.
- ☐ We can distinguish evidence from an internal belief that still needs testing.

Connect the offer to a useful change.

USEFUL OUTCOME

What becomes clearer, faster, safer, easier or more valuable for this customer?

MECHANISM

How does the offer create that outcome? Use concrete capabilities or an explainable approach.

RELEVANT DIFFERENCE

Why is this a better fit than the real alternatives for this customer and situation?

REASONS TO BELIEVE

List only proof you can verify: method, evidence, experience, specificity or observable results.

CLAIMS TO AVOID

Unsupported numbers, vague superlatives or promises outside your control.

QUESTIONS TO RESOLVE

What evidence is missing? Who can answer it?

Draft the promise, then test the understanding.

For **[priority customer]** who **[important situation or problem]**, **[offer]** helps them **[useful outcome]** through **[credible mechanism]**. Unlike **[real alternative]**, it **[relevant difference]**.

WORKING VALUE PROPOSITION

Write for understanding first. Editing for brevity comes after the logic is clear.

FIVE-QUESTION COMPREHENSION TEST

1

Who do you think this is for?

2

What problem do you think it solves?

3

What useful change would you expect?

4

What would you compare it with?

5

Which part sounds unclear, generic or difficult to believe?

REVISION DECISION

Record what changed, the evidence behind the change and what still needs checking.
