



Value Proposition worksheet

Customer	
What are their pain-points?	
What gains would they like?	
What do they do routinely?	(what does the company do/sell)
Viability, affluence and resilience: what is the likelihood of the customer being able to pay for your service in the future?	

Offering	Description	Impact
Name and Brief Description		(value of business now)
How it reduces the customer's pain		(value to client)
How it provides gains to the customer		(value to client)
How your solution makes their routine tasks easier/cheaper?		(value to client)
Resources required.	(list)	(cost)

Notes

1. Consider completing a customer table for several typical customers.
2. If you have several offerings, consider filling in at least one customer table for each offering
3. Consider filling in an offering table for each offering
4. Consider filling in an offering table for candidate offerings.

To Book a call: <https://calendly.com/iainhamilton47> www.marketingforentrepreneurs.co.uk