

Value Proposition Worksheet

The goal of your value proposition is to pinpoint the 5% that makes your school special.

PREPARING YOUR VALUE PROPOSITION

STEP 1 | Write down your school's vision statement, mission statement, or value proposition.

STEP 2 | Select 2-3 words or short phrases from the above statement that you believe best illustrate the 5% that set your school apart.

1.

2.

3.

STEP 3 | Provide at least one specific example for each of the words/phrases you selected for Step 2.

1.

2.

3.

STEP 4 | Write down 2-3 things that differentiate your school from your biggest competitors.

1.

2.

3.

Value Proposition Template

Value propositions should be short, sweet, and to-the-point.

WRITING YOUR VALUE PROPOSITION

Because value propositions are meant to be used for different, segmented audiences, you can have numerous value propositions on your website. While the way you structure your value propositions should be unique, the following templates will help you identify what you want to say.

TEMPLATE 1

For _____ (target audience)
who _____ (statement of the need or opportunity)
our (school program name) is _____ (define program)
that (statement of benefit) _____ .

EXAMPLE

For applicants needing financial aid, our school's scholarship program provides more than \$500,000 in aid every year.

TEMPLATE 2

Superlative ("why choose this product").
Label ("what is our school").
Qualifiers ("who should come to our school").

EXAMPLE

The top all-boys private school in for young men interested in STEAM.

To get started, try writing these value propositions:

Write your value proposition for **everyone** who visits your website.

Write your value proposition for donors.

Write your value proposition for applicants who need financial aid.

Value Proposition Checklist

Your value proposition can be expressed in text, photos, and videos.

PROVING YOUR VALUE PROPOSITION

Value propositions should be expressed with text, but supported with photos, videos and testimonials. Below is a checklist of the items you should have to support your value proposition.

- ☐ A list of statistics that support your different value propositions
- ☐ 2-3 unique photos for each value proposition or one video
- ☐ 1 photo or video for each specific example you provided in Step 3 of *Preparing Your Value Proposition*

If you do not have supporting content for your value propositions, make a list of the individuals at your school who can help obtain or produce it: