

# Doug Ringer

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## Value Proposition Checklist

A value proposition can be defined as "A specific promise of the unique benefits offered to the target customers at a specified price."

### Checklist for Value Proposition

- Who are the target customers?
- What makes them distinctive?
- Why they should buy from you?
- How large is this target segment?
- What is the basic product or service you are offering?
- Which are the most important benefits and sources of value to the customer? Why?
- How much will you charge?
- How much can you charge?
- How do both of these prices compare to the value perceived by the customer?
- How will you deliver your product's value?
- How does your offering compare to the competitive offerings?
- What makes up the differences?
- What are some of your barriers to entry into this market?

### A Formula for Value Proposition\*

For \_\_\_\_\_ (target customer/segment)  
that need \_\_\_\_\_ (the problem we solve),...  
our \_\_\_\_\_ (the product or service)...  
provides \_\_\_\_\_ (quantified benefit, not feature)...  
unlike \_\_\_\_\_ (the next best alternative).  
We do this by \_\_\_\_\_ (how we do it)...  
As demonstrated by \_\_\_\_\_ (proof points).

\*Source: Geoffrey Moore, "Crossing the Chasm"