

AD-LIB VALUE PROPOSITION TEMPLATE


Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to create value. Prototype three to five different directions by filling out the blanks in the ad-lib below.


OBJECTIVE


Quickly shape potential value proposition directions



OUTCOME



Alternative prototypes in the form of “pitchable” sentences


Our _____
 Products and Services

help(s) _____
 Customer Segment

who want to _____
 jobs to be done

by _____
 verb (e.g., reducing, avoiding) _____
 and a customer pain

and _____
 verb (e.g., increasing, enabling) _____
 and a customer gain

(unlike _____
 competing value proposition _____**)**