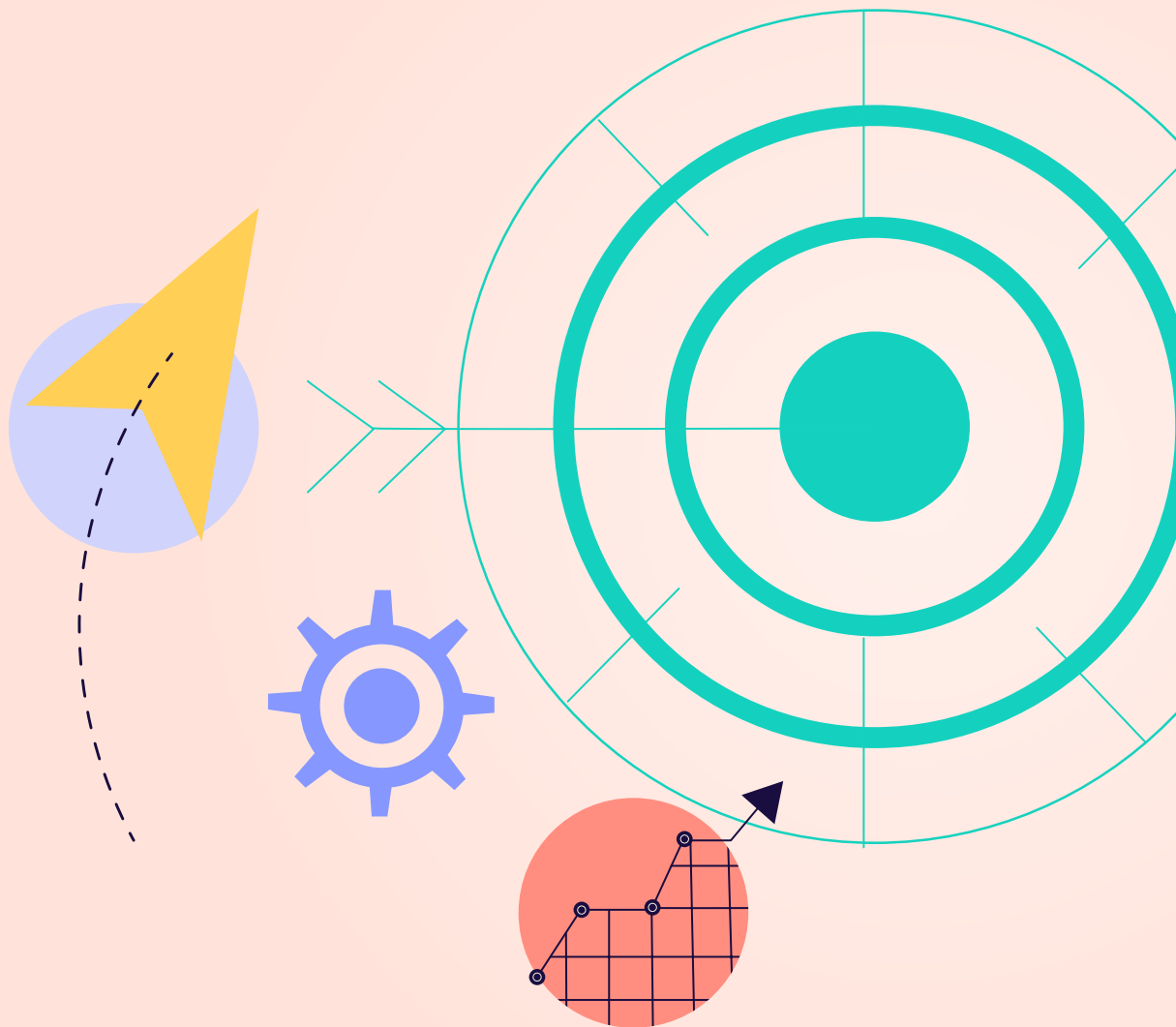




# The Good Value Proposition Checklist



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# The Good Value Proposition Checklist

A weak value proposition is one of the most common, and most overlooked, reasons small and medium businesses struggle to convert leads. Taglines, feature lists, and homepage headlines are not value propositions. This checklist is for business owners and marketers who want to move past generic messaging and build something specific, grounded in real customer insight, that gives the right people a genuine reason to choose you over every other option available to them.

## Understand Your Customer

- Identified the functional jobs my customers are trying to get done
- Identified the social outcomes my customers are trying to achieve
- Identified the emotional outcomes my customers are trying to achieve
- Documented the specific pains my customers want to avoid
- Noted what my customers have tried before that did not work
- Documented the gains my customers are hoping to achieve, including ones my customers may not volunteer unprompted
- Gathered this information from real customer conversations, not internal assumptions or survey data

## Test Your Current Value Proposition

- Confirmed a competitor could not say exactly the same thing
- Confirmed it addresses a need the market is not currently serving well
- Confirmed it is written in the language my customers would use to describe their own problem
- Confirmed it makes a specific promise, not a vague one
- Tested it with a recent customer and asked if it sounds like something my customers would say

## Build Your Value Proposition

- Chosen a specific customer segment to write for
- Identified which customer pains my product or service directly relieves
- Identified which customer gains my product or service creates
- Focused the proposition on the overlap between what my customers need most and what I deliver best
- Removed features and benefits that do not connect to a specific customer job, pain, or gain
- Written the proposition in my customers' language, not internal business language
- Made a clear case for why I solve it better than the alternatives, including the option of doing nothing

## Test and Refine

- Tested the revised proposition with real customers and observed their reaction
- Confirmed my customers say it sounds like their problem, not that they look confused
- Refined based on what was heard, not what was hoped my customers would think
- Scheduled a review point for when entering a new market, launching a new offer, or if conversion rates start to slide