

## Value Proposition Generation Checklist

- Who is the target customer?
- Why should the customer buy your product or service?
- What does the product or service do?
- What does it feel like to use the product or service?
- What are the features?
- What are the rational and emotional drivers behind the customer's purchase?
- What are the customer's hidden needs?
- What are the benefits to customers for using the product or service?
- Are there any risks to switching to the product or service?
- What do people do now to solve the problem the product or service will help them with?
- What are the unique differentiators that your product or service provides?
- What is the value of that uniqueness?