



# VALUE PROPOSITION DESIGN WORKSHEET

A guide to accompany Impact 007

# Intro

Use this worksheet to identify the value your market wants and needs most. The best way to complete these questions is to interview your ideal customers. Do not start with the product idea. Start with the customer.

Unfortunately, customer interviews can quickly provide misleading information. You need to know the right approach to use if you want to get accurate information.

I have carefully refined a customer research process that ensures you gather the right information from the right people. When you do this research the correct way, it saves you from wasting significant time struggling to sell the wrong offer.

If you would like help conducting customer research to identify a value proposition that your customers will happily invest in, [book a call with me](#) to discuss my Value Proposition Assessment.

Use the following five categories and the accompanying questions to gain a thorough understanding of the value your market will eagerly buy. Once you gather this information, you need to design your offer to meet their needs. You must ensure your messaging communicates this value to your intended customers.

## Results/Gains

What measurable results will you help them achieve? What will they gain?

## Transformation

How will they be or feel different? What changes will this make in their life? What will they believe or see differently about themselves and how the world works?

## Relief

What are the mental, emotional, and physical pains they hope will be removed?

## Capabilities/Opportunities

Once you help your customer, what will they be able to do that they couldn't do before? What choices or options will open up for them?

## Needs

We all share fundamental human needs that drive our behaviors and decisions. We also each prioritize some needs over others in specific circumstances or areas of our lives. It's important to know which needs are most important to your intended audience.

Moreso, it's vital to know which human needs you will help them fulfill so you can speak to those needs in your messaging. When you do this, it roots your business, marketing, and sales in empathy, which creates a robust resonant bond with those you want to reach and serve.

Which 3-5 of the following fundamental human needs\* are most important to your ideal student that you will help them fulfill?

1. Achievement

2. Admiration

3. Authenticity

- |                  |                          |                     |
|------------------|--------------------------|---------------------|
| 4. Beauty        | 15. Empathy              | 25. Productivity    |
| 5. Belonging     | 16. Equality             | 26. Purpose         |
| 6. Challenge     | 17. Freedom/<br>Autonomy | 27. Recognition     |
| 7. Clarity       | 18. Intimacy             | 28. Respect         |
| 8. Compassion    | 19. Mastery              | 29. Security        |
| 9. Competence    | 20. Novelty              | 30. Self-Expression |
| 10. Connection   | 21. Order                | 31. Stability       |
| 11. Contribution | 22. Peace                | 32. Transparency    |
| 12. Creativity   | 23. Play                 | 33. Trust           |
| 13. Discovery    | 24. Power                | 34. Spontaneity     |
| 14. Ease         |                          |                     |

\*SOURCE: [Center for Non-Violent Communication](#)