

# 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 creating 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** \_\_\_\_\_,  
*product/service*

**helps** \_\_\_\_\_  
*customer segment*

**who want to** \_\_\_\_\_  
*jobs to be done*

**by** \_\_\_\_\_  
*verb ex: reducing, avoiding*      *a customer pain*

**and** \_\_\_\_\_  
*verb ex: increasing, enabling*      *a customer gain*

**unlike** \_\_\_\_\_.  
*competing value proposition*