

# Strategyzer Ad-Lib Value Proposition Template

MPP recommends the Strategyzer ad-lib value proposition template when trying to identify your newsroom value proposition or membership value proposition. If you are using this for a membership value proposition, your product/service is your membership program and your user segment is your loyal audience members.

Prototype three to five different value propositions by filling out the blanks in the ad-lib below. Get your team involved, and encourage each person to try writing one.

**Our** .....  
products / services

**help** .....  
user segment

**who want to** .....  
jobs to be done

**by** .....  
verb e.g. reducing, avoiding

.....  
a user pain

**and by** .....  
increasing, enabling

..... ●  
a user gain