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

and by increasing, enabling

a user pain

a user gain