

# 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** \_\_\_\_\_  
 *Products and Services*


**help(s)** \_\_\_\_\_  
 *Customer Segment*

**who want to** \_\_\_\_\_

\_\_\_\_\_  *jobs to be done*

**by** \_\_\_\_\_ and \_\_\_\_\_  
 *verb (e.g., reducing, avoiding)*  *and a customer pain*

**and** \_\_\_\_\_  
 *verb (e.g., increasing, enabling)*  *and a customer gain*

**(unlike** \_\_\_\_\_ **)**  
 *competing value proposition*