

# 10 Characteristics of Great Value Propositions



*Use this checklist to design great value propositions or assess your own:*

- Are embedded in great business models**
- Focus on few pain relievers and gain creators, but do those extremely well**
- Focus on jobs, pains, or gains that a large number of customers have or for which a small number is willing to pay a lot of money**
- Align with how customers measure success**
- Focus on the most significant jobs, most severe pains, and most relevant gains**
- Differentiate from competition in a meaningful way**
- Address functional, emotional and social jobs all together**
- Outperform competition substantially on at least one dimension**
- Are difficult to copy**
- Focus on unsatisfied jobs, pains, and gains**