VALUE PROPOSITION CHECKLIST

Interpretation: Helps shorten learning curve.

Immediacy: Helps customers be the first to experience/know something.

Accessibility: Improves our ability to find what we need quickly.

Personalization: Customers can personalize their experience.

Findability: Helps customers broadcast their existence so that other people can find them.

Embodiment: Has a physical component to it, we receive something tangible.

Patronage: People want to pay the artist entrepreneur even when they could get it for free through piracy.

Authenticity: Product is guaranteed to be real and safe.

Value Proposition Limit: Don’t try to be everything to everyone.