

# 10

## **Characteristics of Great Value Propositions**



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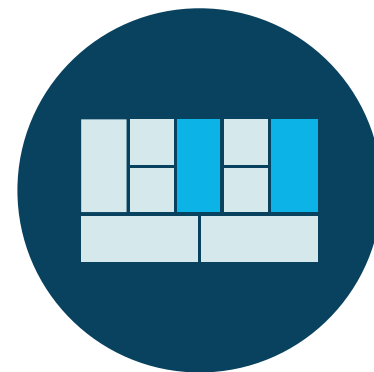


*Use this checklist to design great value propositions or assess your own:*

- ☐ 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

# 10 Characteristics of Great Value Propositions

Stop for an instant and reflect on the characteristics of great value propositions before reading about how to design them in this chapter. We offer 10 characteristics to get you started. Don't hesitate to add your own. Great Value Propositions...



**Are embedded in great business models**



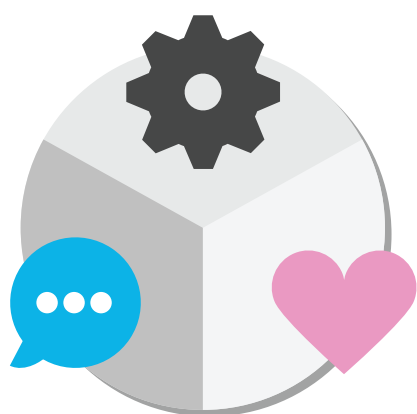
**Focus on the jobs, pains, and gains that matter most to customers**



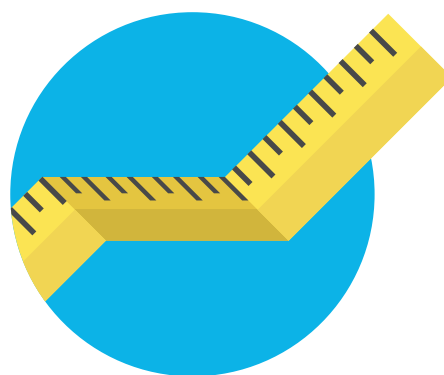
**Focus on unsatisfied jobs, unresolved pains, and unrealized gains**



**Target few jobs, pains, and gains, but do so extremely well**



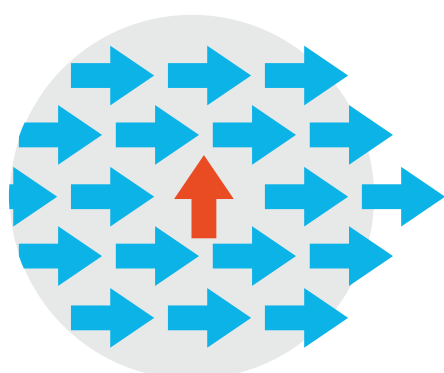
**Go beyond functional jobs and address emotional and social jobs**



**Align with how customers measure success**



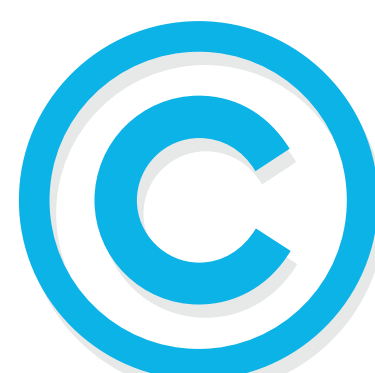
**Focus on jobs, pains, and gains that a lot of people have or that some will pay a lot of money for**



**Differentiate from competition on jobs, pains, and gains that customers care about**



**Outperform competition substantially on at least one dimension**



**Are difficult to copy**