

# Benefit – feature worksheet

External world			Inner world	
			Mind	Heart
Feature	Why you offer it	Pain solved or gain realized	Benefits to client Now? Later?	Client's emotional or aspirational goal
[rubber grip on pen]	[more comfortable]	[hand won't cramp]	[better writing experience, work not interrupted]	[possible options: feeling free & in control, or creative, or healthy]

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# Research findings worksheet

What people want	What people are angry about / in pain	Notable phrases

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# Sampling of qualities

*Healthy*

*Safety*

*Popularity*

*Skill level*

*Gentleness*

*Difficulty*

*Organic*

*Convenience*

*Attention*

*Speed*

*Visibility*

*Price*

*Performance*

*Trendiness*

*Privacy*

*Performance*

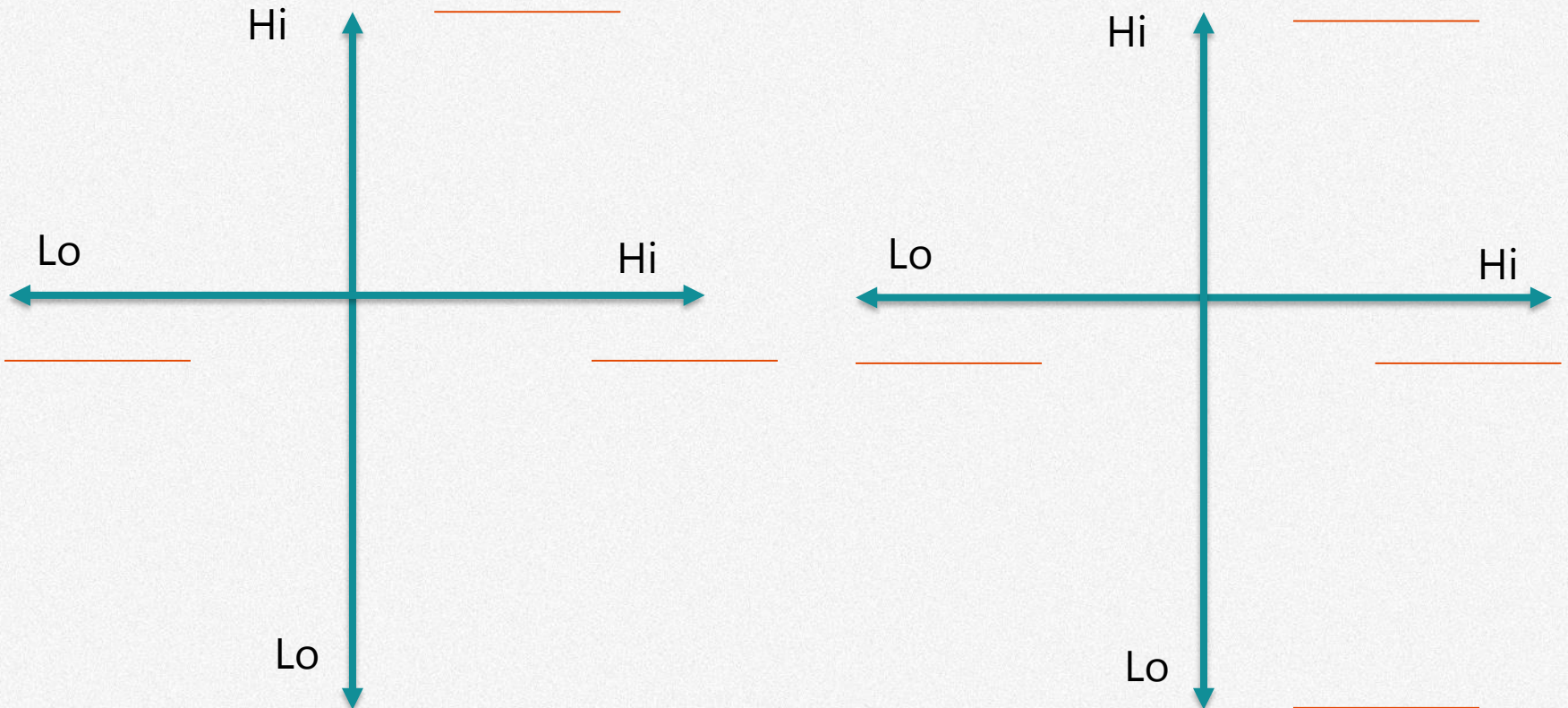
*Sustainability*

*Add more of yours...*

# Singularity worksheet

Place a quality or attribute on each axis. With it's opposite on the other end of the axis.

Each arrow tip is one extreme of the quality. Plot where your business delivers each quality. Or where you would like it to.



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# Value proposition template

For \_\_\_\_\_

AUDIENCE

Who want \_\_\_\_\_

DESIRE – PAIN SOLVED OR GAIN REALIZED (BENEFIT-FEATURE WORKSHEET)

Our product service \_\_\_\_\_

WHAT WE DO, NO ONE ELSE DOES – SINGULARITY (QUALITIES WORKSHEET)

Helps clients \_\_\_\_\_

BENEFITS / OUTCOMES (BENEFIT-FEATURE WORKSHEET)

Unlike \_\_\_\_\_

RIVALS

We have \_\_\_\_\_

OUR PRODUCT / SERVICE FEATURES (BENEFIT-FEATURE WORKSHEET)

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# How strong is your answer?

*"If I'm your ideal client, why should I work with you rather than someone else?"*

## Value Proposition Score Card

	1	2	3	4	5	Total
Appeal						
Singularity						
Credibility						
Clarity						
<b>Total Score</b>						

*Appeal: "How much do I desire this service?"*

*Singularity: "Where else can I get this?"*

*Credibility: "Can I trust you can do this?"*

*Clarity: "What are you actually offering?"*

1 (low) to 5 (high) on how your value proposition delivers on these 4 qualities.