

*Value Proposition Worksheet*

*Date:*

*Job#:*

*Client:*

*Job title:*

*Medium to be used:*

*Audience:*

*Information source:*

*Expectations (in order of importance):*

1)

2)

3)

4)

5)

*Deliverables (benefits):*

1)

2)

3)

4)

5)

*Additional factors:*

*Value proposition:*