## Value Proposition Comprehension Test

**PROJECT NAME** 

DATE

## Value Proposition Checklist Value Proposition Statement Benefits/gains explicit, specific, clearly stated? Pain relievers explicit, specific, clearly stated? Target customer segment clearly identified? Any social proof or evidence to prove benefits?

	Responses Co	rrect?
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		



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