### Play #4 Exercise: Writing Your Value Proposition

Using the information in this Play, answer the following.

1. Think like your potential customers. What do you think is the single biggest value they’ll get from doing business with your company?
2. Once you’ve come up with the single biggest value, think of others. List as many values as you can.
3. Ask your employees and/or friends what values they think your company brings to its customers (or *will* bring, if you haven’t launched yet). Record their names and feedback.
4. Using the values you identified in steps one to three, pare down the list to several key values. Be specific and focus on your most powerful values.
5. Using your narrowed down list from step 4, draft a Value Proposition of one to three sentences.
6. Ask your clients and as many other people as possible if your Value Proposition resonates with them, then record their feedback.
7. Consider all the input carefully, then use it to edit your Value Proposition as necessary and enter your edited Value Proposition here.