**Value Proposition Articulation**

Answering these questions will lead you toward **Crafting your Value Proposition**:

**Your Idea –** What is it that will sustain (financially, ecologically, socially ) the WERS tract satisfying, food, educational, experiential or other marketplace needs?

**All Benefits Value Proposition**: **What does your customer value?** You’ve heard a lot of information about what customers find valuable. What are you making available to the market they will find valuable? List below all of the benefits you perceive your customers/stakeholders will find valuable.

**Favorable Points of Differentiation** – What can become of this small-scale food forest that is different from what is currently available? What are the other better options that your customers/constituents could use instead of yours? Decide on one option would you would yourself consider participating in or using?

What is the ONE point of difference that sets you apart from other offerings and other schools that delivers great value to the customer now and into the foreseeable future?

**Crafting your Value Proposition**: Now begin to craft a statement that articulates your specific value proposition for each customer/constituents that you are targeting:

* The Offering – What is it?
* The Customer – Who is it for?
* Compelling Reason why someone should act or act differently – Why is it needed? What value does it offer?
* The Experience – How does it work?
* The Benefit – What value is delivered?
* The Timeframe – When will it pay back?
* The Advantage – How is your offering better than the alternatives?

Based on this create a short (2-4) sentence paragraph for each target segment using the following rubrics to get your started:

* For… (target audience)
* Who… (need or opportunity)
* The... (service/product/offering)
* Is a ….(service/product category)
* That... (compelling reason to buy/participate)
* Unlike …(primary competitive alternative)
* Our Service/Product (primary difference)