Kreatywni online

05 | VALUE PROPOSITION

Show what changes for the client

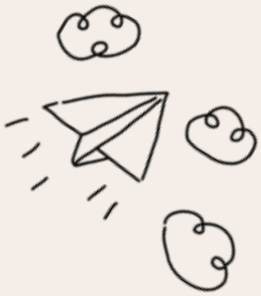


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VALUE PROPOSITION

Suggested time: 40—50 minutes

Purpose
To explain the value of creative work from the audience's perspective.

Learning outcome
The participant writes a clear value proposition and three supported benefits.

Learning content
Features describe what the creator provides. Benefits explain what changes for the client. Evidence shows why the promise is credible. An architectural plan is a deliverable; better decisions, fewer costly mistakes and a space adapted to daily life are potential benefits. Claim only benefits that the work can realistically support.

Context and story influence perceived value when they explain the intention, process or relevance of the work. A story cannot compensate for unclear quality, missing evidence or an unsuitable offer.

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FROM FEATURES TO BENEFITS

What three client benefits can your work realistically support?

1. _____

2. _____

3. _____

What evidence supports each benefit? Consider your work, experience or method.

1. _____

2. _____

3. _____

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TOOL 8
OFFER AND VALUE MAP

Offer element	Client benefit	Evidence or example
What I provide How I work	_____ _____	_____ _____
What makes it distinctive	_____	_____
Risk or difficulty reduced	_____	_____

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VALUE PROPOSITION

I help [specific audience] achieve or experience [relevant outcome] through [product, service or approach]. My work is especially suitable when [context or need].

Your first version

_____

_____

_____

REVIEW QUESTIONS

Is the audience specific?

Is the outcome relevant to that audience?

Can you support the statement with work, experience or a clear method?

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