**VALUE PROP WORKSHEET**

**Value Proposition Half Life**

***Decision makers are busy and operate in soundbites and headlines.***

Once you’ve got a solid value proposition, use this tool to help you get the most out of every word… and likely express your value even more simply and effectively.

**Follow these steps:**

1. **Insert your complete value proposition or benefit statement below:**
2. **Count the number of words in the statement and write it here: \_\_\_\_\_\_**
3. **Rewrite your value statement… using half as many words.   
   (If your statement was 28 words, you can now only use 14)**
4. **Cut it in half one more time.**

**(If your statement was 14 words, you can now only use 7)**

1. **And again one last time.   
   (If your statement was 7 words, you can now use no more than 4)**