



MULTIPLY 417

Passion: The Bridge between People and Purpose

Dear Rick,

So now you have your value proposition (VP). You have written it to make sure it answers these critical questions:

1. What do you do?
2. Why is what you do unique or what is the unique way you do it?
3. What is the problem?
4. What is your solution?
5. Why the urgency?

But you may use a variety of VPs over time, because they can be customized to a specific project, campaign, or funding appeal. Certainly grant applications, foundation requests, and the like will be places of high usage for your VP, but likely a bit customized to the ministry nature and scope of what you want to do should you receive the funding.

In light of that possibility it might benefit you to "rank" or "score" the effectiveness of a given VP. *NOTE* These are written from the prospective of your audience, not you!

Here's four key elements to use for scoring:

1. Appeal - I want it, I like it, I need it. (think Cold Stone Ice Cream).
2. Exclusivity - I can't get this anywhere else.
3. Credibility - I believe in it, I believe in this organization, I believe in you.
4. Clarity - I understand it and I understand you.

If you place these four elements as row headings, then make 3 columns, with the columns labeled 1-3, with 3 being the best, 2 okay, and 1 just so-so. You now have some ability to compare different VPs you might use against one another.

Certainly even with a matrix or rubric such as the one above, scoring or ranking VPs is fairly subjective. But that's okay for now, because if you start doing this consistently as you move forward you will begin to move down the continuum away from purely subjective to more and more objective. It will never be perfect, but that's okay, because it will be such improvement that perfection won't really matter.

Are you using a value proposition? Great. If you'd ever like a second opinion on your VP rankings or some further ideas on possible improvements, don't hesitate to [email me](#) here or call (209) 541-5720.

Passionately,

Rick

P.S. Next week...but what you really need is a case statement.



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