

# Comprehension Test

## Value Proposition Checklist

- Benefits/gains explicit, specific, clearly stated?
- Pain relievers explicit, specific, clearly stated?
- Target customer segment clearly identified?
- Any social proof or evidence to prove benefits?

## Value Proposition Statement

v1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

v2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

v3 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Responses

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

Correct  
Response?

Name:  
Project:  
Date:

