

STEP 1: Identify the Value Proposition Question:

STEP 2: Identify 5-10 Potential Claims of Value:

Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)

STEP 3: Rate the Appeal and Exclusivity for Each Claim (*in table above*)

STEP 4: Identify 2-3 Evidentials for the Top Claim(s) of Value (from table above)

Claim #1 Evidentials:

- 1.
- 2.

Claim #2 Evidentials:

- 1.
- 2.

Claim #3 Evidentials:

- 1.
- 2.

STEP 5: Craft a Clear Argument Integrating the Top Claim(s) of Value with Supporting Evidentials