**VALUE PROPOSITION TEMPLATE**

**DAVE McCLURE**

**DAVE McCLURE’S VALUE PROPOSITION TEMPLATE**

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| **Be short, simple, memorable: What, how, why.** |
| **Use a maximum of three keywords or phrases and two sentences.** |
| **Don’t use jargon.** |

**Dave McClure’s Value Proposition Example**

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| Our customization app is the quickest and easiest way for you to create personalized t-shirts that are shipped to you in two days or less. |

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