Strategic Value Matrix Framework

November 11, 2026
A value-mapping framework for identifying customer outcomes and expressing how an offer differs from alternatives.

What this guide covers

- Inventory results and evidence associated with an offer.
- Compare customer priorities with available alternatives.
- Develop clearer language for communicating distinctive value.

Who this is for

For founders and marketers refining how they position a product or service.

Putting the ideas to use

Gather customer evidence and use the matrix to test whether a proposed differentiator is meaningful.

Book details

Format: Guide. Pages: 13. Words: 895.

Download availability: After payment, download the complete ZIP package or the included PDF separately.