



Module 1: Messaging
the marketing and messaging class



VALUING
YOUR POWERFUL MESSAGE

EXERCISE #4

RECOGNIZING YOUR VALUE

1

If someone understood or experienced the crux of your message, if someone worked with you, what would that do for them? _____

2

What would having or experiencing that (*your answer to #1*) do for them? Why is that important? _____

3

And if they had that (*your answer to #2*), what would the result be? Why is that important? _____

4

And, one more time... if they had that (*your answer to #3*), what would that do? Why is that important? _____



The problem I actually solve is: _____



What are the tangible results of solving that problem? How does solving this problem affect their lives?

Financially: _____

Physical Well-being/Health: _____

Mental and Emotional Well-being: _____

Relationships/Family : _____

Careers: _____

Purpose/Potential: _____

Now we're going to flip this around. What happens when they don't solve this problem?



What are the tangible results of **NOT** solving that problem? How does solving this problem affect their lives?

Financially: _____

Physical Well-being/Health: _____

Mental and Emotional Well-being: _____

Relationships/Family : _____

Careers: _____

Purpose/Potential: _____



On a scale of 1-10, how important is it for someone who has this problem to solve is? (10 being the highest): _____



Put a currency symbol in front of the rank number you gave above and add a zero the end of that? \$ 0 . Add another zero: \$ 00 . Add another zero: \$ 000 .

Which feels closest to the value you provide?

The problem you solve is now a \$ problem.