

# Messaging WORKSHEET

Building Your “Simple, Repeatable Statement of Value (SRSV)”



Who Are You?

---

---

---

---

---

---

---

---

What Do You Specialize In?

---

---

---

---

---

---

---

---

Who Do You Work With?

---

---

---

---

---

---

---

---

How Are You Unique?

---

---

---

---

---

---

---

---

**Result:**

---

---

---

---

---

---

---

---

## MESSAGING LITMUS TEST QUESTIONS

**1:** How do you describe who you are and what you do at a networking/business function to someone you just met?

Answer: *"So, what do you do?"*

---

---

---

---

---

---

---

---

---

---

**2:** If a current client were to ask you...*"I'd love to help you get more clients! Who would be a good client for you?"* How would you answer?

---

---

---

---

---

---

---

---

---

---

**3:** What is truly unique about what you do?

---

---

---

---

---

---

---

---

---

---



# Messaging Your Value

**:: Valuable Offering:** Core Product/Service (ie: Investment Management)

Services offered:

---

---

---

---

Knowledge and Expertise:

---

---

---

---

Preparation and People Involved

---

---

---

---

Benefits to Clients:

---

---

---

---

Most Important Deliverables of Value:

1. 

---
2. 

---
3. 

---

Is this Valuable?

---

---

---

**:: Valuable Offering: Core Product/Service II (ie: Financial Planning)**

Services offered:

---

---

---

---

Knowledge and Expertise:

---

---

---

---

Preparation and People Involved

---

---

---

---

Benefits to Clients:

---

---

---

---

Most Important Deliverables of Value:

1. 

---
2. 

---
3. 

---

Is this Valuable?

---

---

---

## Valuable Offering: Area of Specialization

Services offered:

---

---

---

---

Knowledge and Expertise:

---

---

---

---

Preparation and People Involved

---

---

---

---

Benefits to Clients:

---

---

---

---

Most Important Deliverables of Value:

1. 

---
2. 

---
3. 

---

Is this Valuable?

---

---

---

## Valuable Offering: Service and Communication

Services offered:

---

---

---

---

Knowledge and Expertise:

---

---

---

---

Preparation and People Involved

---

---

---

---

Benefits to Clients:

---

---

---

---

Most Important Deliverables of Value:

1. 

---
2. 

---
3. 

---

Is this Valuable?

---

---

---

## Building Your Definitive “Value Statement”

**1:** What is your main product or service offering?

---

---

---

**2:** What are your main areas of expertise?

---

---

---

**3:** What are the similarities of many of your best clients?

---

---

---

**4:** What are the solutions you provide for clients?

---

---

---

**5:** What are the unique/interesting/specialty/exceptional services you provide?

---

---

---

**6:** What is unique about what you do or offer?

---

---

---







