

# STATEMENT OF VALUE

helps

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[PRODUCT NAME]

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[AVATAR/SEGMENT]

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[DESCRIBE "AFTER" STATE]

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# STATEMENT OF VALUE

## EXAMPLES:

“MYSC helps business owners train their teams, document their systems, and get more work done, all with less ‘shoulder taps’ and ‘hey do you have a minute’ interruptions.”

“MYSC helps HR professionals automate the onboarding process so they can automate one of the most time-consuming aspects of their job and focus on team and culture-building.”

“MYSC helps executives build teams of ‘mini-CEOs.’”

# STEP 1

IDENTIFY KEY  
VALUE DRIVER

- Saves Time
- Simplifies
- Makes Money
- Reduces Risk
- Organizes
- Connects You With Others/Ideas
- Reduces Effort
- Avoids Hassles
- Reduces Costs
- Increases Quality
- Increases Variety
- Informs
- Reduces Anxiety
- Reward/Status
- Nostalgia
- Design/Aesthetic
- Wellness/Therapy
- Fun/Entertainment
- Increase Attractiveness
- Access (MVP, VIP)

# STEP 2

**BRAINSTORM  
RELATED CONCEPTS**

- “What’s something I use every day that \_\_\_\_\_?”
- “How does [product name] make me feel? What else makes me feel like that?”
- “In a literal sense, what does [product name] do? What else does something like that?”

# STEP 3

RESEARCH RELATED  
METAPHORS,  
ANALOGIES AND  
CONCEPTS

- “metaphor for \_\_\_\_\_”
- “simile for \_\_\_\_\_”
- “analogy for \_\_\_\_\_”
- “things that \_\_\_\_\_”
- Google image search:  
“ \_\_\_\_\_ concept”