

STATEMENT OF VALUE

helps

[PRODUCT NAME]

[AVATAR/SEGMENT]

[DESCRIBE “AFTER” STATE]

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”