

Create your “Value Add Statement”

1. What top of mind problem do you solve? (Specific Problem = SP)

2. Who do you solve this problem for? (Specific Audience = SA)

3. What solution do you provide for your Specific Audience? (Solution = SOL)

Format #1

You know how there are a lot of _____ (SA) who
experience _____ (SP)? What I do, is help them
_____ (SOL)?

Example

You know there are a lot of real estate investors who can't seem to ever find a good tenant? What I do is help them find, qualify and manage the best tenants so they make the most cash flow and avoid sleepless nights.

Format #2

I work with _____ (SA) who _____ (SP).
I show/help/give them _____ (SOL).

Example

I work with homeowners who want to use the equity in their home to increase their cash flow. I help them access that resource and introduce them to the people who can help them create passive income.

Example

We help retirees who just don't want to be a landlord. We provide them with an investment solution that will get them 6% guaranteed returns on their cash and property equity.

Format #3

I show/help _____ (SA) how to transition from
_____ (SP) to _____ (SOL).

Example

I help homeowners transition from being a real estate spectator to being a real estate investor. I do this by leveraging the network I've build over 10 years as a professional and put my clients on the fast track to success.

Format #4

I help _____ (SA) let go of the frustration they feel when trying to
_____ (SP) by showing them how to _____
(SOL).

Example

I help renters let go of the frustration they feel when moving to a new home by providing them a selection of safe, clean and affordable homes to live in.

Format #5

I help _____ (SA) eliminate the _____ (emotion)
of _____ (SP) by _____ (SOL).

Example

I help first time investors eliminate the fear of buying an investment property by offering them the opportunity to joint venture in a cash flowing investment property that is turnkey and fully tenanted.