

Craft your Value Claim

Start by watching the video training at: www.markopfann.com/message

- 1. Define your dream clients desired **outcome**
- 2. Name the **obstacle** that is standing in their way of achieve that outcome
- 3. Position your studio as the **solution**

2. Obstacle	1. Outcome	3. Solution
Some examples: Simple Messages Compelling Stories Iconic Brands Clear Messages Your turn:	Win Dream Clients Make Bestsellers Stay Top-Of-Mind Shorten Sales Cycles	I help create them We create such stories We help create them Our videos clarify value