

The Value Page

Answer five questions on one page. The goal is a sentence you can send today: it has a customer, a problem, an offer, and a price.

1

WHO

has a problem I can help with? Be specific. "Small cafes that need simple menus" is better than "businesses."

2

WHAT

is the problem, in their own words?

3

WHAT

can I do about it today, with the skills I already have?

4

WHAT

would that be worth to them? Think about time saved, money earned, or stress removed.

5

WHAT

is my first offer, in one sentence, with a price?

MY OFFER SENTENCE
