

THE VALUE FORMULA: REFRAME YOUR OFFER INTO AN IRRESISTIBLE STATEMENT

CLARITY + PAIN + OUTCOME = A SERVICE THAT SELLS ITSELF.

THE VALUE FORMULA

INSTRUCTIONS:

Your offer needs to pass the “instant clarity” test. If someone can’t understand who it’s for, what pain it solves, and what result it delivers in under 20 seconds, they’ll tune out.

This worksheet helps you rewrite your offer using a **simple formula** so it’s clear, compelling, and immediately valuable.

THE GUIDE:

STEP 1:

Recall Your Audience

Fill in the blank:

My ideal client is _____.

Example: “Contractors making \$100–150K a year.”

STEP 2:

Recall the Core Pain

Fill in the blank:

They’re frustrated with _____.

Example: “Inconsistent cash flow and messy books.”

STEP 3:

Recall the Desired Outcome

Fill in the blank:

What they really want is _____.

Example: “Clarity with money and peace of mind at tax time.”

STEP 4:

The Value Formula
(Base Statement)

Formula:

I help [AUDIENCE] go from [PAIN] to [OUTCOME].

Fill in the blank:

My new offer statement is: _____.

Example: “I help contractors go from stressed about cash flow → to confident and in control of their money.”

STEP 5:

Add Specificity

Fill in the blank:

The #1 tangible benefit they get is _____.

Example: “Save 10+ hours/month with automated bookkeeping.”

STEP 6:

Add Differentiator

Multiple choice:

My offer is unique because...

- ☐ My process/system is different.
- ☐ I specialize in a niche no one else serves.
- ☐ I guarantee or reduce risk in a way others don’t.

Fill in: “My differentiator is _____.”

STEP 7:

Add Risk Reversal

Fill in the blank:

To reduce risk, I offer _____.

Example: “A 30-day money-back guarantee.”

STEP 8:

Emotional Hook

Fill in the blank:

Emotionally, this takes them from _____ to _____.

Example: “From anxious and overwhelmed → to calm and confident.”

STEP 9:

Final Offer Statement
(20-Second Pitch)

Put it all together:

I help [AUDIENCE] go from [PAIN] to [OUTCOME], so they can [SPECIFIC BENEFIT].

Unlike others, I [DIFFERENTIATOR], and I back it up with [RISK REVERSAL].

Example: “I help contractors go from stressed about cash flow to confident with their money, so they can finally focus on growing their business. Unlike most bookkeepers, I specialize only in contractors, and I back it up with a 30-day money-back guarantee.”

STEP 10:

Test It

Fill in the blank:

When I read this out loud, it takes me _____ seconds to say. (If longer than 20–25 seconds, trim it down.)

Why It’s Important:

Confused buyers don’t buy. When your offer is clear, specific, and backed by proof + risk removal, it becomes irresistible. This is how you turn conversations into clients.

You just reframed your offer using the Value Formula.

Tomorrow, we’ll **pressure-test your new offer** against objections and competitors to make sure it holds up.

Want me to personally review and reframe your offer so it converts? Book a free strategy session here:

square1grp.com/brainstormsession