

Value messaging framework.

Use this two-page tool to plan, create, and organize your value messaging. Once completed share with your team and use the Value messaging activation checklist to implement and update your messaging for consistency.

INPUTS

1

YOUR IDEAL CLIENT(S)

2

THEIR NEEDS.		YOUR SOLUTIONS.		SO THAT...
Financial needs:	Emotional needs:	Expertise and services:	Your uniques:	The benefits:

3

SYNTHESIZE BULLETS INTO SENTENCE(S) TO CAPTURE THE MOST RELEVANT NEEDS, SOLUTIONS, AND BENEFIT

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CONTINUE ➡

Value messaging framework.

Build flexible value messaging, which you can expand and contract as needed while consistently highlighting the same key points.

4

OUTPUTS

YOUR VALUE MESSAGE

Merge your synthesized sentences together, for example:
I/we specialize in [solution] for [ideal client] to [benefit/address need(s)] OR I/we help [ideal client] [benefit] by [solution].

5

MESSAGING POINT #1: WHAT

MESSAGING POINT #2: WHY

MESSAGING POINT #3: HOW

6

EVIDENCE.

EVIDENCE.

EVIDENCE.

WELL DONE, GO PUT YOUR VALUE MESSAGING TO WORK!



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