

3 key skills to accelerate your business, Workbook 2

How to communicate value

This workbook is designed to help you retain what you learn from the 3 Key Skills training videos, and implement each skill inside your business, for maximum impact.

Simply follow along with the video and add in your answers as you go.

Video Training: Fill in the blanks

Services are _____.

We're selling the _____ or the _____.

Communicating Value: gather your ingredients first!

Quantify your value with:

- 1 Your own _____ and _____
- 2 _____ about your sector/industry
- 3 Data that illustrates _____
- 4 Data that illustrates _____

Qualify your value with:

- 1 _____ (before & after)

- 2 _____ (your own business's and others from your sector or industry)
- 3 Testimonials
- 4 Social _____

Copywriting is _____ (to accelerate your business growth).

Communicating value: the formula

Gather your ingredients (quantify & qualify your benefits)

- Name the 'thing'
- Decide on your stories
- Start with your structure (don't forget the hook!)
- Write a simple first draft
- Edit your first draft, adding in drama, emotion, and style.

Your homework (should you choose to accept it)

Gather your ingredients!

- 1 Write a survey to more deeply explore the problems or situations that your business seeks to solve.
- 2 Revisit your existing feedback and testimonials, looking for clues on the value of your offerings.
- 3 Decide on one possible client case study to write.
- 4 Anything else, to quantify or qualify your business's value? Write it down!

For more on how to grow your business, join the Hustle & Heart program and community. This comprehensive business coaching program covers digital marketing, simple, sleaze-free sales, productivity and self-care for business owners.

Bring your values front-and-centre in your business, combining heart with hustle, so you can do your best work.

The Hustle & Heart program starts shortly! Learn more and register your interest: www.hustleandheart.com.au/program