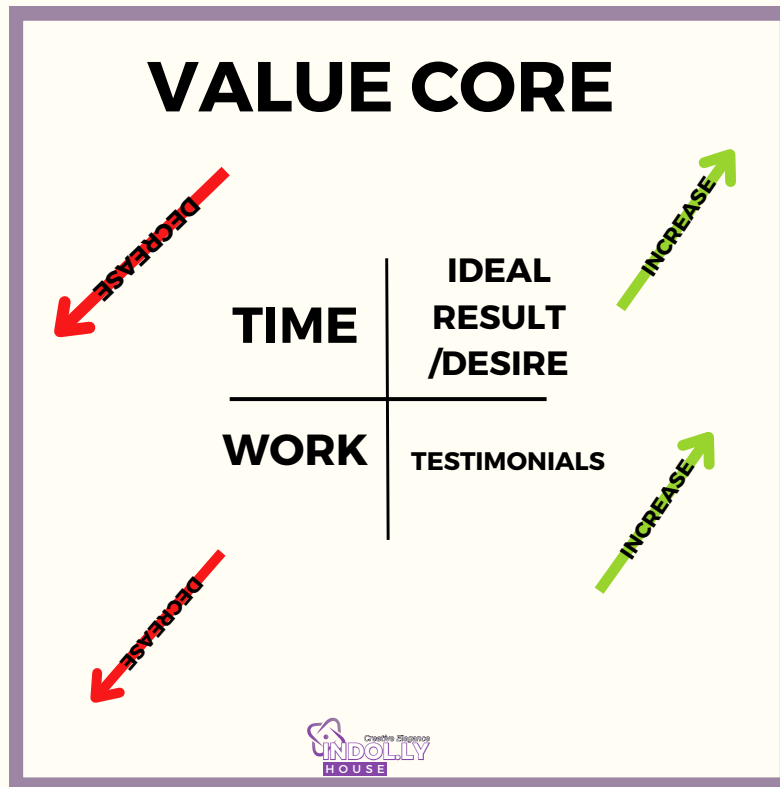


VALUE CORE



"THERE'S A DIFFERENCE BETWEEN JUST OFFERING SOMETHING AND OFFERING SOMETHING THAT GETS ATTENTION. HERE'S A SIMPLE VALUE FRAMEWORK: IF YOUR OFFER HELPS PEOPLE GET BETTER RESULTS, WITH LESS WORK, IN LESS TIME AND OTHERS CAN VOUCH FOR IT YOU'RE WINNING."

REAL-LIFE EXAMPLE:

HAIRDRESSER A SAYS: "I'LL DO YOUR BRAIDS."

HAIRDRESSER B SAYS: "I'LL DO YOUR WAIST-LENGTH BRAIDS IN 2 HOURS FLAT AND THEY WON'T PULL YOUR EDGES ASK MY LAST 5 CLIENTS."

GUESS WHO GETS BOOKED?

MORE REAL-LIFE EXAMPLES

1. FOOD VENDOR

- **VENDOR A:** "I SELL RICE AND STEW."
- **VENDOR B:** "I DELIVER HOT RICE WITH BEEF STEW AND GREENS FOR LUNCH CLEAN, PACKED, AND READY IN 30 MINUTES. YOU CAN EVEN ORDER BY WHATSAPP."

2. MAKEUP ARTIST

- **MUA A:** "I DO MAKEUP."
- **MUA B:** "I GIVE YOU A FLAWLESS FACE BEAT THAT LASTS ALL DAY, WON'T SWEAT OFF, AND COMES WITH FREE LASHES JUST CHECK MY LAST 3 BRIDAL CLIENTS."

3. TAILOR/DESIGNER

- **TAILOR A:** "I SEW CLOTHES."
- **TAILOR B:** "I TURN YOUR FABRIC INTO A TAILORED OUTFIT IN 3 DAYS FLATWITH LINING, CLEAN FINISHING, AND GUARANTEED FIT, OR I FIX IT FREE."

4. FITNESS COACH

- **COACH A:** "I OFFER PERSONAL TRAINING."
- **COACH B:** "I HELP WORKING MOMS DROP 5KG IN 6 WEEKS USING HOME-BASED WORKOUTS AND MEAL PLANS YOU CAN ACTUALLY AFFORD."

5. PHOTOGRAPHER

- **PHOTOGRAPHER A:** "I DO PHOTO SHOOTS."
- **PHOTOGRAPHER B:** "I CREATE STUNNING, EDITED PORTRAITS THAT MAKE YOU LOOK LIKE THE BEST VERSION OF YOURSELF DELIVERED IN 48 HOURS, WITH 3 OUTFIT CHANGES AND LOCATION OPTIONS."

VALUE BOOSTERS	WHAT TO DO
Increase Results	Help them get what they really want faster
Increase Testimonials	Start collecting screenshots & referrals
Decrease Work	Make it easier or simpler than usual
Decrease Time	Do it faster than what's normal in the market

IDEAL RESULTS

WORK IT REQUIRES

TIME IT TAKES

TESTIMONIALS FROM PREVIOUS USERS
