The Value Calculator

Problem | Describe their situation	**Results** | What specific results do you help them get?	**Intangibles** | How else was their work/business improved?	**Personal** | How did their life get better personally?	**Cost** | What would it have cost them not to hire you?
Impact | What negative impact was this having?	**Duration** | How long can they repeat these results for?	**Emotion** | What is the emotional impact of the intangibles	**Ripple** | Who else benefited?	**Value** | What was the true value of your work?