



Warm Email Prospecting for Freelancers

Developing Your Value Statements

Note: For guidance on how to approach this worksheet, please refer to the lesson in Module 1.

What type of work do you do? (What type of work or what types of services; go ahead and list them all.)

Out of all those services, what one, two or three services are you really known for among your clients? In other words, when clients think of you, what types of services do they typically think about?

What types of *people or organizations* do you typically do this work for? In other words, what's your target market? What type of organizations do you typically work with?

For prospects in your target market or markets, what makes you a better choice than *most* of your competitors?

What value do you bring to the table, and how can you express that in a way that means something to your prospect? Depending on your profession and the specific type of work you do, you may not be able to communicate tangible benefits. That's OK. But in that case, stick to your very best and most compelling "soft" benefits.

Whom have you worked for that may be worth mentioning?

Developing Your Value Statements

In this next step, you're going to take the answers to your questions above and start creating one or more "value statements." A value statements is basically a statement that describes what you do, for whom, why you're different, what value you deliver and whom you've worked for.

Not all of these elements *have* to be in place in order to have a strong value statement. But for now, your goal is to incorporate as many of these elements as you can into one or more value statements.

Refer to Module 1 for instruction on how to create your value statements using your answers above.
