



Key Components of an IMPACTFUL VALUE STATEMENT



Attributes

You, your firm, your experience



Benefits

What do they gain from working with you?



Reason

How do your firm's attributes produce benefits?



Emotion

Use language that evokes a feeling



Key Components of an **IMPACTFUL VALUE STATEMENT**

Examples



**“We are accountable to our clients –
we say what we do, and do what we say.”**



**“We built our firm on integrity and trust,
because doing what is right for you is
better for our business in the long run.”**