

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



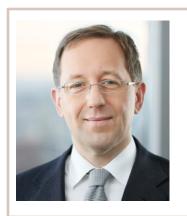


Key Components of an IMPACTFUL VALUE STATEMENT

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."

