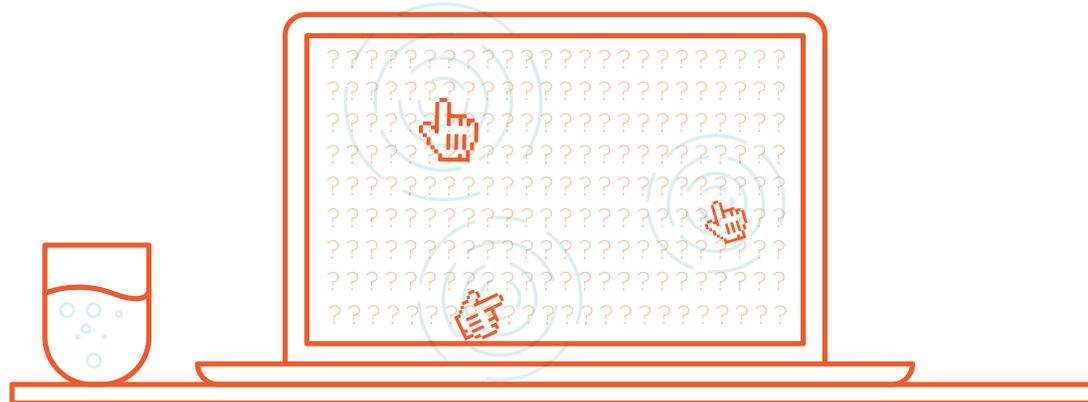




Discover Your Value

A **FILL-IN-THE BLANK EXERCISE**
to **HELP YOU DIAL IN YOUR CONTENT**
and **REACH *the* RIGHT PEOPLE**

MICHAEL HYATT



Is there anything more frustrating than logging onto a website, clicking around a few minutes, and being unclear and confused about what's on offer? It doesn't take minutes usually. After just seconds, a mystified reader will leave to find another site that can answer their needs or interests.

If you're trying to skyrocket your impact, you *cannot* afford to let that happen to you. The most important first step in preventing the problem is to get crystal clear on the value you're providing your audience. And to do that you need a compelling value proposition.

It's not as difficult as it might sound. I have a simple, fill-in-the-blank template you can use to get started right now.



YOUR BASIC TEMPLATE

My value proposition template breaks it down into four simple parts: (1) identity, (2) audience, (3) your unique solution, and (4) the transformation that will follow by engaging with your message. Here's how they work together:

1. I AM _____.

This is where you spell out your professional identity. It could be a blogger, speaker, entrepreneur, coach, podcaster, pastor, or a combination of these. Answer the question: Who are you? Because that's what your readers want to know.

2. I HELP _____.

This is where you identify your target audience. You can make an educated guess here, but to really dial it in and find out who your audience is and what they need, I recommend conducting a reader survey.

3. DO OR UNDERSTAND _____.

This is where you spell out your unique solution to your audience's needs. Most of our solutions come down to empowering or informing in some way. Use an action verb to capture empowerment—I've used *do* here, but it could be anything: *find*, *regain*, *experience*, and so on. To capture the informational, try verbs that deal with revelation: *understand*, *see*, etc.

4. SO _____.

This is where you sell the transformation. Help the audience see what your solution can do for them. After all, that's why they're coming to your site to begin with.

SEE IT IN ACTION

Here are two examples I featured in the *Skyrocket Your Impact* video series. The first is Mike and Kristin Berry (ConfessionsOfAParent.com), our special guests for the series:

“

We are bloggers and speakers who help weary adoptive and foster parents find the support and validation they need to regain hope and finally stop feeling alone.

The second is from Shawn Lemon (ShawnLemon.com):

“

I am a technology and lifestyle coach. I design custom productivity systems for successful but overwhelmed business leaders, so they can regain a sense of control and focus on what matters most.

You can see how the four elements of the template come together to make a powerful value proposition, giving you—and your audience—the necessary clarity to skyrocket your impact.

Now it's time to do your own. Ready?

CREATE YOUR OWN

The process is simple. Just fill in the blanks with your identity, audience, solution, and transformation:

1. I AM _____

2. I HELP _____

3. DO/UNDERSTAND _____

4. SO _____

Got it? Now it's time to write it out in one complete statement:

This process is the best I know for quickly getting the kind of clarity it takes to skyrocket your impact. A compelling value proposition will help you define the value you bring to the table so readers will know immediately what you have to offer them. That increases the odds they'll engage with your message and experience the transformation that only you can provide.

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