



Hi! Thanks for being here!

Your value is your secret super power for standing out without shouting. It's the heartbeat of your brand, the thing people remember long after they've scrolled past.

So grab a pen (and your favorite latte) and let's dig in. Because once you name your value, everything about your marketing gets easier and you attract the clients you LOVE working with.

## FORMULATE YOUR UNIQUE VALUE STATEMENT

*Your value statement tells the story of who you serve (so it aligns with your ideal customer), how you're different from your competition and how you deliver on your promise.*

USE THIS FORMULA TO CREATE YOUR VALUE STATEMENT.

**NOTE:** *your value statement is not something you'll see written anywhere in your marketing collateral or communication. It is a statement that guides how and where you communicate your message.*

1. For [your ideal customer]

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2. I deliver [your promise]

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3. Unlike the competition who [how your brand is different]

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4. Because [how you deliver on your promise]

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### EXAMPLE:

1. *For:* For seniors weighed down by the prospect of leaving a home filled with cherished memories.
2. *I deliver:* I'm not just a real estate agent — I'm your trusted guide.
3. *Unlike the competition:* While typical agents see a house, I see a trove of memories requiring thoughtful navigation.
4. *Because:* I deliver a tailor-made roadmap for decluttering, prepping, and showcasing your home. I gain your trust by simplifying complexities and neutralizing stress, and transforming an emotional roller coaster into a guided, reassuring experience.

I don't just help you move; I help you move on — emotionally and practically — so you can step confidently into life's next chapter.

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