

# **How to Modify Your Value Statement So It Speaks to the Current Reality**

# Good News

- The “bones” of your value statement are still the same
- You still need to be clear about what you do, for whom, what makes you different and why those differences matter
- But you should supplement your statement with some carefully chosen words



Entrepreneurship  
simplified for  
uncertain times.

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**Key Message “Palette”  
for Stronger Positioning  
in a Downturn**

# Words that reflect the new marketplace reality

- In times of uncertainty
- In uncertain times
- In scary times
- In a difficult economy
- In a downturn
- When the economy is working against you

# Words that reflect the new marketplace reality

- More value out of what you already have
- Better results with tighter marketing budgets
- Doing more with less
- Squeezing more value out of your copy and content
- Making your marketing actually work for you
- Getting a higher returns for every marketing dollar

# Words that reflect what you do or how you help NOW

- I can help with COVID-19 / Coronavirus content marketing projects
- I help businesses write marketing content that works in uncertain times
- I help businesses in the [target market] market smarter during the economic downturn
- I help you get more value out of your limited marketing dollars
- I help you pivot and market more effectively during a crisis

# Words that reflect what you do or how you help NOW

- I help clients get more value out of their marketing assets without breaking the budget
- I help you repurpose and rework marketing content
- I help you get more value out of your existing marketing assets
- I help companies in the [target market] generate better results from their content marketing efforts
- I help support marketing teams during uncertain times



**Play around with these  
ideas and add some of the  
elements you already have**