

THE VALUE-CREATION PROCESS

Turning Needs Into Solutions. Solutions Into Value. Value Into Impact.

1



DISCOVER THE NEED

Find a real problem, desire, goal, or opportunity.

2



UNDERSTAND THE PERSON

Learn what they value and why the issue matters to them.

3



DESIGN THE TRANSFORMATION

Create a credible path from their present condition to a better condition.

4



BUILD THE SOLUTION

Combine knowledge, labor, resources, systems, and creativity into something useful.

5



COMMUNICATE THE VALUE

Help people understand the problem, solution, benefits, and distinction.

6



ESTABLISH TRUST

Reduce uncertainty through truth, evidence, character, and clarity.

7



MAKE THE EXCHANGE

Offer the value at a price and under terms both parties willingly accept.

8



DELIVER THE PROMISE

Produce the result, experience, access, or benefit that was offered.

9



CONFIRM THE FRUIT

Determine whether the customer actually received the intended value.

10



IMPROVE AND MULTIPLY

Use feedback, profit, and learning to serve more people more effectively.



START WITH A NEED.
CREATE TRANSFORMATION.
DELIVER VALUE.



BOTH PARTIES
WIN.



VALUE CREATED WELL
MULTIPLIES IMPACT
FOR GENERATIONS.



GOOD WORK CREATES VALUE. GREAT WORK CREATES LASTING IMPACT.

FIND THE INTERSECTION OF FOUR THINGS

PAIN + DESIRE + PRIORITY + YOUR UNIQUE CAPABILITY = HIGH-VALUE ZONE



PAIN

What is frustrating, costing, limiting or worrying them?

You uncover what hurts enough to create the need.



PRIORITY

What are they motivated enough to solve NOW?

You uncover what has their attention, time and energy today.



DESIRE

What outcome do they really want?

You uncover what they dream about and are drawn to.



YOUR UNIQUE CAPABILITY

What can you uniquely help them accomplish?

You bring the unique insight, experience and solution others don't have.



The **High-Value Zone** is where what they desperately want, what matters now, and what you uniquely deliver come together.

Don't just find what they want.

Find what they strongly want that you are unusually equipped to help them obtain.

Look for the “Expensive Problem”

Not all problems have equal value.

Focus on the problems that cost the most, hurt the most and demand action now. **That's where the biggest value is created.**



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FREQUENCY

How often does this problem occur?

INTENSITY

How painful or frustrating is this problem?

ECONOMIC CONSEQUENCE

What is this costing them financially?

EMOTIONAL CONSEQUENCE

What is this costing them emotionally?

URGENCY

How important is it to solve this problem now?



Prioritize What Matters Most

The higher the score in each area, the greater the perceived value of solving it—and the more motivated people will be to act.



Solve the problems that **matter most, and you create the **most value**.**



WORK BACKWARD FROM THE MOMENT OF PURCHASE



Don't ask what people might do—discover what they already did, thought and felt.
Real answers come from **real experiences**.



A. PEOPLE WHO BOUGHT

They took action. Find out why.



What was happening in your life/business when you decided to buy?



What problem were you trying to solve?



What almost kept you from buying?



What finally tipped you over the edge?



What did you believe this would help you accomplish?



B. PEOPLE WHO CONSIDERED BUT DIDN'T BUY

They were interested. Find out what held them back.



What interested you?



What stopped you?



What would have made it an obvious yes?



C. YOUR IDEAL PROSPECTS WHO HAVEN'T CONSIDERED

They haven't raised their hand yet. Discover what they're facing.



What are the three biggest frustrations you have right now in building your business?



What have you tried?



What do you wish someone could help you figure out?



**THE GOLD IS IN THEIR
EXACT LANGUAGE.**

Use their words in your messaging, offers and content.
People buy when they feel understood.



THE VALUE DISCOVERY PROCESS

A 10-STEP JOURNEY TO FIND WHAT MATTERS MOST—AND **CREATE TRANSFORMATION THAT SELLS.**

WORK THE PROCESS.
FIND THE NEED.
DELIVER THE VALUE.
CHANGE LIVES.



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|----|--|------------------|--|
| 1 | | LISTEN | — What are people already saying? |
| 2 | | IDENTIFY | — What problems/desires repeatedly appear? |
| 3 | | MEASURE | — Which have intensity, consequence and urgency? |
| 4 | | PROBE | — What deeper outcome are they actually seeking? |
| 5 | | MATCH | — Which outcomes intersect your unique capability? |
| 6 | | PROTOTYPE | — Package one specific transformation. |
| 7 | | TEST | — Put an actual offer in front of people. |
| 8 | | OBSERVE | — Measure behavior, not compliments. |
| 9 | | REFINE | — Adjust problem, promise, mechanism or market. |
| 10 | | SCALE | — Invest where people demonstrate value by acting. |



**VALUE IS
DISCOVERED,
NOT ASSUMED.**



People tell you
where they are.



The process shows
you how to help
them get where
they want to go.

Listen well.
Discover deeply.
Deliver powerfully.
Make an impact.



COMPLIMENTS MEASURE **INTEREST.** → QUESTIONS MEASURE **CURIOSITY.** → MONEY MEASURES **PERCEIVED VALUE.** → RESULTS MEASURE **ACTUAL VALUE.**



What is the **single highest-value transformation** you can reliably produce for your target market

that they **already** deeply desire, **struggle** to achieve without help, and will **act now** to obtain?



1. WHO WANTS IT MOST?

Be specific.
Define your ideal audience and the segment that feels this pain the most.



2. WHAT DO THEY CALL THE PROBLEM?

Use their exact words. Their language reveals their perspective and emotions.



3. WHAT HAVE THEY ALREADY TRIED?

List the solutions, strategies or approaches they've already attempted on their own.



4. WHY HASN'T THAT WORKED?

Uncover the real obstacles, roadblocks or missing pieces that keep them stuck.



5. WHAT WOULD SOLVING IT BE WORTH?

Explore the financial, emotional and lifestyle impact of finally achieving the desired outcome.



6. WHY WOULD THEY BELIEVE YOU CAN SOLVE IT?

What unique evidence, experience or approach makes you the person they trust to deliver this result?



CLARITY CREATES VALUE.
TRANSFORMATION CREATES LOYALTY.

When you answer these questions with precision, you uncover the **one transformation** that matters most—and build an offer that your market will **value, believe and buy.**

