

# The Value-First Message Framework

The Core Value Trinity + 4 templates that restart conversations without selling

## THE CORE VALUE TRINITY — WHAT TO COMMUNICATE

### 1. PROBLEM PREVENTION

Help clients avoid common pitfalls, risks, or costly mistakes before they happen.

e.g. "The 3 SEO Mistakes That Get Sites Penalized"

### 2. OPPORTUNITY AWARENESS

Reveal new strategies, tools, or approaches that could benefit their business.

e.g. "A Little-Known Tax Strategy for S-Corp Owners"

### 3. RESOURCE OPTIMIZATION

Show how to get more value from tools, processes, or investments they already have.

e.g. "5 Google Analytics Features You're Probably Ignoring"

#### Ask before every send:

"Does this prevent a problem, reveal an opportunity, or optimize a resource?"

If No → you're in broadcast mode. If Yes → send it.

## THE 4 MESSAGE TEMPLATES

### TEMPLATE 1 Problem Prevention Insight

Subject: "The #1 Mistake [Industry] Makes With [Topic]"

- › Hook: Relatable scenario or surprising stat
- › Problem: Define the mistake & why it's damaging
- › Solution: Clear, actionable fix
- › CTA: "Reply if you want me to check your setup."

### TEMPLATE 2 Opportunity Reveal

Subject: "A Simpler Way to [Achieve Desirable Outcome]"

- › Hook: "I've been testing something that's getting great results."
- › What Is It: Name the strategy/tool, explain the new way
- › Benefits: 3 bullet reasons why it works
- › CTA: "Reply and I'll point you to some resources."

### TEMPLATE 3 Market Shift Update

Subject: "What [Recent Event] Means for [Their Industry]"

- › Hook: Reference the event; signal you've analyzed it
- › Breakdown: What's happening in plain language
- › Action Plan: 2–3 things they should consider now
- › CTA: "Reply to discuss how this affects your situation."

### TEMPLATE 4 Uncommon Use Case Study

Subject: "An Unusual Way to Use [Tool] for [Great Outcome]"

- › Hook: "A client used [common tool] in a way I'd never seen."
- › Problem & Aha: What they struggled with, the creative fix
- › Result: Quantifiable or powerful qualitative outcome
- › CTA: "Reply if this sparks any ideas for your business."

## THE UNIVERSAL NO-PRESSURE CTA

#### Use this at the end of EVERY value message:

"If you have questions about how this applies to your situation, just reply. I'm always happy to help."