

# THE 2-COLUMN VALUE BRAINSTORM TEMPLATE

## Introduction

Use this Template to think through the VALUE you will provide to your customers, both in terms of the GAINS they can make by working with you and also the LOSSES they may experience if they don't get your help.

| COSTS   | GAINS  |
|---|--|
| <p><b>1. What is the cost of NOT buying from you?</b></p> <ul style="list-style-type: none"> <li>• <i>What if they do nothing?</i></li> <li>• <i>What if they had to pay someone else to do this?</i></li> <li>• <i>What if they got this wrong?</i></li> </ul> | <p><b>1. What will they GAIN when buying from you?</b></p> <ul style="list-style-type: none"> <li>• <i>Immediate gain</i></li> <li>• <i>Future Gain</i></li> <li>• <i>Priceless Gains</i></li> </ul> |



| COSTS   | GAINS   |
|---|---|
| <p><b>2. How does that COST look over time?</b></p> <ul style="list-style-type: none"> <li>• <i>What does this mean in 1 year?</i></li> <li>• <i>What might be the costs of not fixing this over 5 years?</i></li> <li>• <i>What about 10 years?</i></li> </ul> | <p><b>2. How does that GAIN look over time?</b></p> <ul style="list-style-type: none"> <li>• <i>What does this mean in 1 year?</i></li> <li>• <i>What might be the gains over the next 5 years?</i></li> <li>• <i>What about 10 years?</i></li> </ul> |



| COSTS  | GAINS   |
|--|---|
| <p><b>3. Now take it to the EXTREME</b></p> <ul style="list-style-type: none"> <li>• <i>What could be the WORST case scenario?</i></li> <li>• <i>What are the RIPPLE EFFECTS of this COST in other areas of their life?</i></li> </ul> | <p><b>3. Now take it to the EXTREME</b></p> <ul style="list-style-type: none"> <li>• <i>What could be the BEST case scenario?</i></li> <li>• <i>What are the RIPPLE EFFECTS of this GAIN in other areas of their life?</i></li> </ul> |



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