

Unique Message - D7Y Template

Here's an easy script to follow as you work on your Unique Message:

1. Name WHO you work with.
2. Mention the problem they are having (hint: be specific in describing the situation they find themselves in).
3. Say the “what” of what you do, as it relates to their specific problem.
4. Finish with “so that they...” which identifies the situation/benefit they will experience once this problem is solved.

“I work with _____
who are struggling with _____ to

so that they _____.”