



# The Value List

Welcome to The Value List.

If you are struggling with creating valuable content then it is time for a flavor check.

Below is a secret resource I have used to help my customers grow the value of their content.

And I am giving it to you for FREE!

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Use the list below to get your brain focused.

Use it BEFORE you approach writing your Hook, Story, and Offer.

Like building an ice cream cone you can stack values.

However, if you add too many your message will topple in failure.

I wish you all the best of luck.

Enjoy!

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## ▼ 1. Monetary Value

The most used form of value in the digital and real world. It is communicated by how much a product/service/brand may cost which implies an increase in status. It can also be communicated by how much it can help you earn or save money. It could involve making a profit, saving on costs, or providing a good return on investment. One key way to communicate monetary value is to use concise and straightforward language in a value proposition. Another option is to use visuals that communicate a valuable aesthetic. Using numbers is also effective when communicating monetary value; share comparisons, benchmarks, case studies, testimonials, and expected ROI.

## ▼ 2. Social Value

Some products or services offer social value by helping people connect, build relationships, or enhance their social status. Social media platforms, for example, provide social value by connecting people with friends and family. In the digital world consider showcasing video chats, DMs, reviews, and other forms of communication you have with people. In the real world, you can showcase photos of past customers in your space as social proof. Use storytelling to share compelling stories that highlight your positive affects and core values.

## ▼ 3. Emotional Value

Many things provide emotional value, making people feel happy, satisfied, or secure. In order to succeed communicating with emotional value start deepening and understanding your audience—their needs, desires, challenges, and emotions. Stories that use characters, plotlines, and situations that your audience can identify with can have a powerful impact on emotions. Pay attention to the tone of your content, evoking emotion with an authoritative tone rarely works. Showing empathy along with humor is a fantastic approach to connecting in the digital and real world.

## ▼ 4. Convenience Value

Convenience is highly valued in today's fast-paced world. Products or services that save time and effort often provide convenience value. Look at the messaging of

services like Amazon Prime, which offers fast and convenient delivery. Some strategies to effectively convey convenience value in your content include clearly articulating benefits, using descriptive language, highlighting time savings, and developing step-by-step guides or tutorials that walk users through how to use your product or service.

#### ▼ 5. Functional Value

This refers to the core functionality and utility of a product. If a smartphone has a long-lasting battery and excellent performance, it offers functional value.

Communicating functional value through content involves showcasing the practical way that your content solves a problem. Functional value focuses on tangible benefits to meet specific needs or requirements. Create visual content, such as videos, infographics, or animations, that demonstrates how your product functions. Visuals can simplify complex concepts and enhance understanding. Share case studies or real-life examples that showcase success. Interactive demos is another great way to showcase functional value.

#### ▼ 6. Educational Value

Content that helps people learn or acquire new skills provide educational value. Sharing a resource that has helped you learn something new, solve a problem or gain a valuable skill is a quick way to generate content. Start with a focus on knowledge gaps that you have had. How did you find answers? You can write blogs on the topics with deep research. You can interview experts and leverage social media to share the conversation. You can also address FAQs and answer them in a clear and personal manner.

#### ▼ 7. Aesthetic Value

Aesthetic value is about communicating the visual and sensory appeal. Art, design, and fashion often provide aesthetic value. As you build your brand consider the aesthetic of your visual elements. Maintain a consistent visual style across all your content. Consistency helps in establishing a recognizable and cohesive aesthetic that contributes to brand identity. Use high-quality, visually appealing images and graphics. Remember that the aesthetic value of your content contributes to the overall perception of your brand. Strive for a visually pleasing and cohesive presentation.

#### ▼ 8. Environmental Value

Some people value products and services that are environmentally friendly and sustainable. This value can be seen in eco-conscious content with a focus on green initiatives. Communicating this value with lots of Educational content is a winning strategy. Display any environmental certifications, awards, or recognitions increases validation and enhances credibility. Be transparent about your environmental practices. Share information about your supply chain, manufacturing processes, and any challenges that you face. Develop content that promotes recycling, upcycling, and the concept of a circular economy.

### ▼ 9. Cultural Value

Cultural value can be found in content that contributes to or reflects a particular culture. Showcasing a commitment to cultural diversity, inclusivity, and understanding can be valuable to your audience. Expressing respect for different cultures and connecting with your audience on a personal and culturally relevant level can build trust. Ensure that your content features diverse representation while unashamedly representing your own culture. If it is relevant to your niche, provide educational content on cultural competence. You can also engage in cultural philanthropy by supporting causes and initiatives that promote cultural preservation, diversity, and inclusivity. Share your involvement and encourage your audience to join in.

### ▼ 10. Health and Well-being Value

Content that promotes health and well-being is a great way to showcase care for your audience. Consider creating content that shares information, resources, and inspiration that promotes physical, mental, and emotional wellness. Your content should be informative, supportive, and encourage positive lifestyle choices. Incorporate content that promotes mindfulness and meditation. This could include guided meditation sessions, mindfulness exercises, or content that emphasizes the importance of mental well-being. Despite your niche you can always share healthy recipes and nutrition ideas. Foster a sense of community around health and well-being and strive to create content that motivates, educates, and supports your audience on their journey.

### ▼ 11. Informational Value

Information is highly valuable, and content that provides accurate and useful information can be of great value. The goal is to inform, and engage your audience

by offering content that addresses their needs, questions, or interests. Informational content can include research that you've done into a topic. Infographics, charts, graphs, or images to express data. Break downs of complex concepts, provide context, and explore various angles. News updates on trends or current events. Informational value is not the same as educational value whereas it does not include how-to's or guide the audience in growth. Prioritize accuracy, clarity, and relevance to provide maximum informational value to your audience.

### ▼ 12. Ethical or Moral Value

Some people place a high value on content that aligns with their ethical or moral beliefs. Ethical or moral value content involves sharing insights and narratives that align with principles of integrity, fairness, and social responsibility. For short term engagement, this form of value is often used to incite hatred and disgust. For long term loyalty of your audience, encourage positive behavior, and contribute to a more conscientious and values-driven community. Clearly articulate the ethical standards and principles. Transparency about your values builds trust with your audience. Share success stories that exemplify ethical decision-making and positive personal or social impact. Develop content that addresses ethical dilemmas and encourages critical thinking.

### ▼ 13. Entertainment Value

Entertainment value is a sure way to grab attention. Content that is crafted to deliver laughter and excitement creates a deep connection into your audiences psyche. Every niche can use this value. The goal is to provide enjoyable and entertaining experiences. Incorporate humor and wit into your content. Whether it's through clever writing, memes, or funny anecdotes, humor can make your content more entertaining and shareable. Create interactive content, such as quizzes, polls, or games, that encourages audience participation. Create a prompt to encourage your audience to share their own entertaining content. Use music and sound effects strategically, they can make your content shine. The right soundtrack can enhance the emotional impact and entertainment value of your content. Add surprise elements or Easter eggs into your content, people love unexpected twists or hidden gems. Remember that entertainment value is subjective, and what works can vary based on the audience and platform.

### ▼ 14. Innovative Value

Innovation can be a source of value when it leads to improvements. It can also be of tremendous value when showing courageous attempts to do something new. When it comes to content, showcase your creativity, uniqueness, and forward-thinking approach. Highlight unique ways you are creating new content. Share your successes and your failures. Compare your approaches to other approaches. Establish your commitment to staying ahead by share your innovation roadmap or future plans with your audience. Behind the scenes content pulls people in to care about the outcome of your journey and how they can make adjustments by learning from you.

### ▼ 15. Nostalgic Value

Evoking feelings of nostalgia connects people to their cultural or personal heritage. Tap into sentimental feelings, memories, and emotions that evoke a fondness and a longing for the past. The goal is to create a connection with your audience that resonates with their memories. Topics for your content should include stories about childhood, milestones, throwbacks, and pop culture from previous decades. Visually you can use colors, fonts, and styles reminiscent of a specific time period to trigger nostalgic emotions. Create content that showcases the evolution of your brand and focus. The addition of era specific music and other art forms is a great way to add Nostalgic value to your content. Nostalgic value is a great when used to establish your brand identity story.

### ▼ 16. Psychological Value

Some content offer psychological value by boosting confidence, reducing stress, or providing a sense of security. For example, content that focuses on personal development or internet safety. The goal is to connect on a deeper level, addressing their emotions, aspirations, and personal well-being. One of the best ways to approach this value is to discuss the darkness. Fear, depression, addiction, and anxiety are all trigger points that can connect your message of hope to others. Whether fiction or non-fiction, craft compelling narratives that follow emotional arcs. Be sure to demonstrate empathy and relatability in your content. Highlight community and inclusivity to create a psychological connections that goes beyond transactional relationships. If this is a value that is key to your content, be sure to humanize and showcase the people behind it. However you craft it, if your content uplifts and has a positive impact on the psychological well-being of your audience you will generate loyalty.

## ▼ 17. Spiritual Value

Spiritual value pertains to experiences or items that have a deep spiritual or religious significance. Your content can cover religious rituals, sacred texts, or spiritual retreats. It should involve addressing the deeper, existential aspects of human experience, often related to purpose, meaning, and connection. Here is a great place to create content that addresses the “Why?” of your niche.

The goal is to connect with your audience by appealing to their sense of purpose, values, and the search for meaning. Integrate inspirational quotes or wisdom from spiritual leaders and thought leaders. Craft transformative narratives that reflect on life's journeys and challenges. Expressing gratitude and appreciation for life's blessings can resonate to people who respond to spiritual value. You can also develop reflective content such as articles, prompts, and polls that encourage introspection.

Remember to approach the communication of spiritual value with sensitivity and respect. Recognize the diversity of beliefs and perspectives within your audience. By creating content that speaks to the human experience, you can develop the attention to the core aspect of your audience's lives, purpose.

## ▼ 18. Experiential Value

Life is an adventure, and these experiences are meant to be shared. This form of value is perfect for sharing unique and memorable experiences. Travelling a road that most do not travel, and sharing the story, is a great way to add value. The goal is to immerse your audience in a narrative that showcases the value of your experience, allowing them to experience it as well. This doesn't always have to be a grand adventure. Some experiences such as the death of a family pet can provide opportunities for connection.

Connecting emotionally with your audience is the goal, and you can do that by focusing on the feeling you experienced. Whether through vivid descriptions, immersive visuals, or audio elements, strive to create a multisensory experience that resonates with your audience. You can also keep them on their toes by incorporate elements of surprise and delight into your content.

Immersing your audience in your experiences will communicate the value of engaging with you regularly. Your audience will live vicariously through you and your content which turns followers into fans.

## ▼ 19. Status Value

Prestige, exclusivity, and aspirational qualities are a great way to emphasize status. Position your offering as a symbol of status and elevate its perceived value in the eyes of your target audience can be a great value to have in your content. You'll have to bring the heat to back up your claims. nowadays, carrying some form of social leverage will be required to use status value. For your niche, having access to known celebrity endorsements or content partnerships will help. Content that highlights VIP experiences, limited-access events, or exclusive membership benefits is the way to grow. consider creating membership programs with premium benefits that deliver exclusive results. Highlighting the positive experiences of those with high status can enhance the perceived value of your content. Consistency in messaging, imagery, and experiences across your content channels is crucial to establishing and maintaining the perception of status. Remember status is mostly about positioning and popularity. Few things that were high status 5 years ago contain the same value today. to maintain this value, you will have to regularly change, evolve, or pivot.

## ▼ 20. Time Value

Time is a valuable resource. Content that saves time or allow people to use their time more efficiently offer time value. You can also emphasize the importance of timing to obtain access to your content. Share how the relevance and urgency associated with the information you are offering is valuable. Use strong language that encourages your audience to act promptly. But be sure to also emphasize how acting quickly will generate value. You can also incorporate storytelling elements that follow a timeline, building anticipation while keeping your audience engaged. Send content reminders for upcoming events, product launches, or important dates. Plan content sequences that unfold over time. This could involve a series of related posts or updates that build on each other. Using time value in a number of ways can help to keep you top-of-mind with your audience.

## ▼ 21. Legacy Value

Legacy value through content involves showcasing the enduring nature of your impact, history, and values. This form of value is difficult to start sharing if you are new to content creation. But if you come with a deep history of experience, it can be accomplished. Start by emphasizing the long-term significance and contributions your experiences have gained. Share stories that highlight the origins of your



journey. Communicate the challenges and milestones with great reflection. When appropriate, include historical videos and images in your content. This visual representation helps to connect your audience to those moments in time.

Once you have connected your audience to the past, bring them to current day. Share the elements of your legacy that you are currently building. Then begin crafting a narrative that extends beyond your life-time. Brands with a legacy are often more resilient to change, so regularly entertain your audience with your thoughts on the future. By creating legacy-focused content, your brand can reinforce its unique identity and create lasting loyalty.

## ▼ 22. Sensory Value

Communicating sensory value through content involves appealing to the senses—sight, sound, touch, taste, and smell. It doesn't always have to be pleasant, but it does need to be descriptive. This form of value is best when focusing on the sensory pleasure derived from items like gourmet foods, fragrances, or fine wines. It's about evoking sensations and emotions that go beyond simple information, making your content memorable and engaging.

By focusing on this value you will become an expert at craft wild and vivid language to evoke sensations through words. Whether describing the texture of a fabric, the aroma of a dish, or the sound of a product in use, use language that appeals to the senses. Sensory-rich content is more memorable. Engaging multiple senses creates a deeper impression. Brands that consistently deliver positive sensory experiences are more likely to foster long-term brand loyalty.

## ▼ 23. Community Value

If you have a desire to explore community engagement, social responsibility, and building meaningful connections the community value is for you. Successfully being a part of groups is a great way to show social engagement which develops trust. It also showcases your attractive nature and encourages growth as a communicator.

You can showcase charitable events, volunteer work, sponsorships, or partnerships with local organizations. However, community value doesn't have to be so formal. With your content you can share regular gaming meetups with your friends. Nights out on the town with other business professionals is a way to share community value. You can even cover group vacations and getaways.

However you decide to gather create content to generate excitement. Share the

event preparations. Capture the moments during the event that are memorable and even mundane. You can even create special moments of focus and introduce a community spotlight series that features individuals, businesses, or projects within your community. You can even create content that communicate the challenges and goals your community faces.

By integrating community value into your content, you not only showcase your brand's positive impact but also foster a sense of belonging and shared purpose among your audience.

*\*One aspect of community value that can go wrong is the development of cliques. If you are a member of multiple communities, you may encounter social discrimination. Some groups do not like members of other groups. Be prepared to loose some connections that do not value the totality of your personal experience.*

#### ▼ 24. Freedom or Autonomy Value

Communicating freedom or autonomy value through content involves emphasizing empowerment, independence, and personal agency. Show how your content encourages individuals to make choices, express their uniqueness, and experience a sense of freedom in their decisions.

Consider creating educational content that empowers your audience with knowledge. Share stories of individuals who have found empowerment or freedom through your brand. This could be through overcoming challenges, pursuing passions, or expressing their identity. Real-life stories resonate with the audience and demonstrate the brand's positive impact on personal journeys. Showcase how your content works for diverse lifestyles. Actively encourage and celebrate self-expression through your content. This could involve user challenges, creative contests, or campaigns.

Empowering customers with autonomy builds a stronger emotional connection. Individuals are more likely to stay loyal to a brand that respects their freedom of choice and expression.

#### ▼ 25. Customization Value

Customizable content allows users to tailor their experiences to their preferences. This can include white label templates and documents that allows your audience to quickly format and add their own personalization. Ad-libs is a classic example of

content that features customization value. The ability for your audience to customize a pack of services is a great way to highlight your flexibility. By effectively communicating customization value, you help customers understand the unique benefits and opportunities they have to tailor their experience with your brand.

## ▼ 26. Utility Value

Utility is a broader concept that encompasses both functional and emotional value. Utility value is the overall usefulness or satisfaction that is brought to your audience. It includes not only the practical benefits (functional value) but also the perceived value, enjoyment, and fulfillment that the product adds to your audience's life. Going back to the smartphone example, utility value would involve considering not just the technical specifications but also how the phone fits into the user's lifestyle, preferences, and overall satisfaction. Write content that communicates utility value by taking a holistic view, considering both the practical and emotional dimensions of the experience.

## ▼ 27. Investment Value

Communicating investment value through content involves conveying the benefits, returns, and long-term value that your product, service, or brand offers to your audience. It's about demonstrating why engaging with your offerings is a worthwhile and strategic decision. This type of content is best reserved for high-ticket offers, but it can be sprinkled onto low-ticket or free offers.

Develop content that educates your audience on the return on investment (ROI) they can expect from your product or service. Real-life accounts of positive experiences and tangible results help build confidence. Content that stands the test of time and reinforces the idea that it's has enduring use.

Clearly outline your pricing structure and the value proposition associated with each offer. Transparency in pricing builds trust and helps potential customers understand the investment required for the value they'll receive. Also highlight any guarantees or warranties associated with your product or service.

Satisfied customers who see a strong return on their investment are more likely to become advocates. Positive word of mouth marketing, driven by successful outcomes, can significantly impact brand reputation.

## ▼ 28. Sentimental Value

Tapping into the emotional significance and personal connections is a great way to build sentimental value. It's about creating content that evokes feelings of affection or personal attachment. Sharing your memories and experiences through your content can highlight the sentimental value of your content.

Center your content around a theme such as family or relationships to reinforce the bonds that your brand fosters. Communicating these types of connections can elevate the sentimental value of your product.

Creating sentimental content strengthens the emotional bond between your brand and your audience. Cultivate this bond carefully. If you give freely so much, when it comes time for you to ask for a value exchange, your audience may feel manipulated. It's always best to cultivate exchanges as you develop your audience.

### ▼ 29. Security Value

Content that enhances personal safety or provide a sense of security offer security value. Communicating safety and security value through content involves assuring your audience that you prioritize their well-being. The goal here is to discuss measures taken to ensure safety, building confidence, and addressing any concerns your audience may have.

Clearly articulate how your content considers the safety of users, and provide straightforward information. You can also develop content that educates your audience about the safety features embedded in your product or service. If you deal with sensitive information, you can let your audience know that you prioritize protecting their personal information and adhere to the latest data protection regulations.

You can host Spaces or webinar sessions that allows your audience to directly engage with your team, ask questions. Customers are more likely to adopt a product or service when they feel confident in its safety. Effective communication can encourage user adoption by addressing any hesitations related to safety concerns.

### ▼ 30. Sustainability Value

Sustainability value is associated with practices and actions that aim to meet the needs of the present without compromising the ability of future generations to meet their own needs. It can be used to demonstrate the value of products or services that align with environmentally friendly and sustainable practices. Content that aims

to communicate this value should focus on topics like long-term viability, supporting innovation, economic resilience, social responsibility, and community engagement.

### ▼ 31. Cognitive Value

Cognitive value relates to products or services that stimulate or challenge the mind, enhancing cognitive abilities. Brain-training apps, puzzles, and educational games can provide cognitive value. The goal of cognitive value content is to encourage mental activity, including perception, attention, memory, language, problem-solving, and decision-making. This type of content is designed to be thought-provoking, informative, and intellectually enriching. Offer practical and actionable insights that your audience can apply. This bridges the gap between theoretical understanding and real-world application, adding value.

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If you still need clarification, I can help.

Get 1-on-1 assistance with adding value to your content.

Book a Collab-60 with me [here](#), and let's work together.