**MARKET STORY WORKSHEET**

**Market Story Mad Lib**

***Can you simply express what makes you valuable?***

You’ll need to have the tough conversations, and do the heavy lifting of identifying the things that help you stand apart… But once you do, here’s a simplified (and fun) way to express the value you provide.

**Fill in the blanks:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by/with/through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ helping \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you’d be crazy to ignore.**

**Rogue Example**Marketing leaders that need to move quickly, but not so fast that they don’t get to strategize and think, can gain confidence in their marketing efforts by engaging a Rogue Marketing team that simplifies and speeds up strategy execution, helping teams align on priorities and remove distractions… and implementing speedy methodologies and frameworks you’d be crazy to ignore.

Your Target Segment

Have This Need

Tech/Tool/Solution

Value Provided

Benefits Provided

What Offering/Solution Does

Gain/Remove/Increase