



# Build Your Value Story

A value story is your positioning, brought to life with business context—so buyers and referrers know when to bring you in, what you’ll deliver, and how you’ll work for them. It’s the sales tool that speaks for you.

## Why You Need a Value Story

If you’re an independent consultant, you’ve probably done the work—built a reputation, honed your skills, maybe even crafted a positioning statement or a personal brand. But somehow, the calls aren’t coming. Or when they do, the momentum stalls.

This toolkit is here to help you pull it all together—so your value clicks for clients. Because it’s not just what you do. It’s how clearly they can see:

- ◆ **Who you help**
- ◆ **When to bring you in**
- ◆ **What changes when you’re involved**
- ◆ **How you work (+ engagement model)**

We call this your “value story” because it provides important business context so prospects can envision working with you (it’s no longer esoteric), and referrers know how to refer you.

**Let’s look how it shows up in the real world.**

## What It Sounds Like in Real Life

You're catching up with a former colleague who says:

*“I think our product team might need outside help... but I’m not even sure what to look for.”*

And you respond:

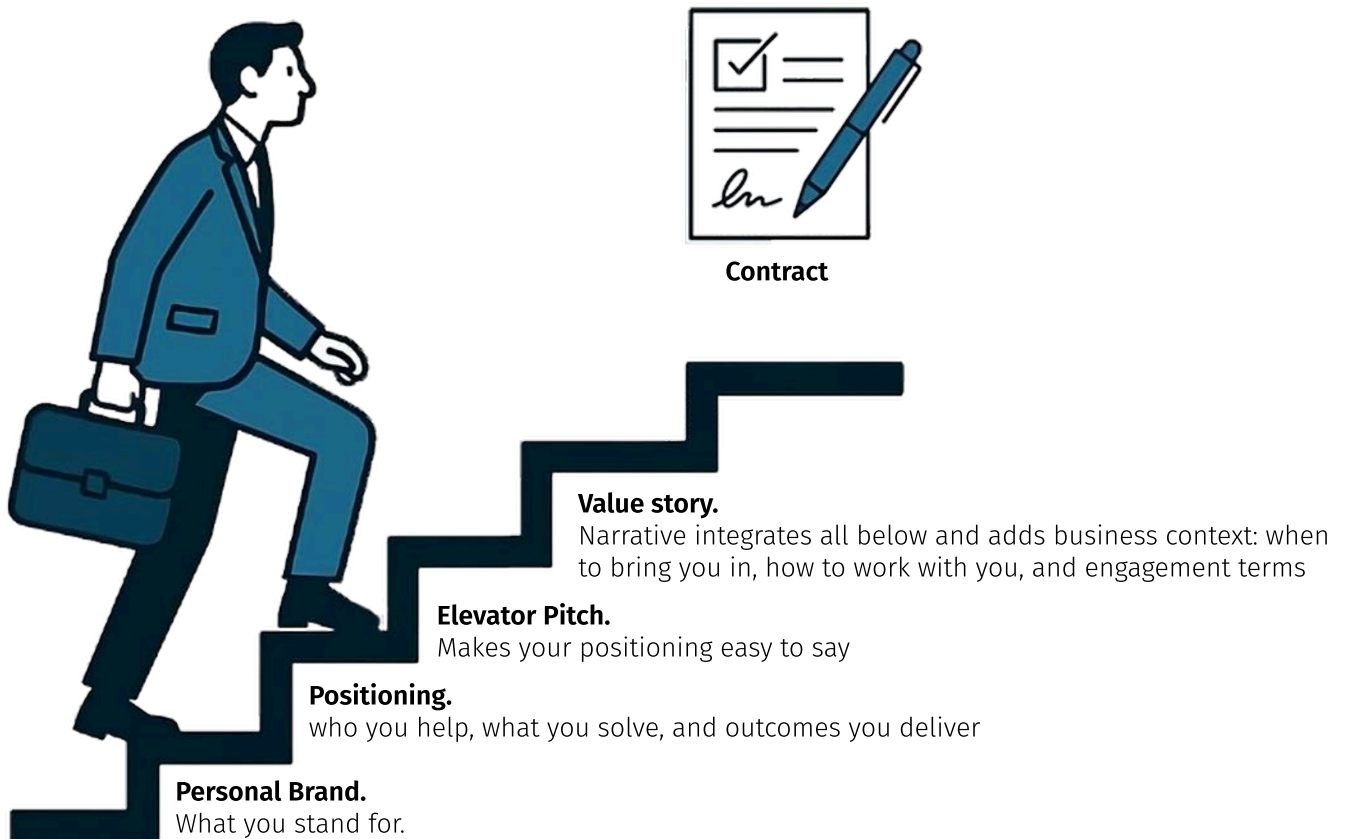
*“That’s exactly when people bring me in. I help growth-stage teams who are stuck on roadmap priorities or lagging launches. Whether it’s stepping in as a fractional CPO or rescuing a high-stakes product release, I align strategy with action so the team delivers—and the product lands.”*

Or you're 15 minutes into a discovery call with a mid-size company that's growing fast and says:

*"We've talked to a few recruiters, but no one seems to understand the kind of talent we'll need six months from now."*

And you confidently say:

*"Most recruiters react to hiring requests. I help companies plan for them. That's the gap I fill—I work directly with hiring managers and execs to map the roles you'll need in 6 to 12 months, then build a bench early so you're not scrambling later. Happy to send over a one-pager of my services if that's helpful."*



## STEP 1: YOUR PERSONAL BRAND

This is what people remember when you leave the room. It's the tone you carry, the way you show up, and what you're known for. It gives your story personality—but it's just the beginning.

## STEP 2: POSITIONING

Positioning helps people understand where you fit.

It answers:

- ◆ **Who do you help?**
- ◆ **What problem do you solve?**
- ◆ **What outcomes do you create?**

### Formula

"I help [audience] struggling with [problem] by [your approach], so they can [result]."

### Example

"I help small law firms streamline client intake so they stop losing leads and start converting more business."

### When Positioning Stops:

Once you've clearly stated the problem, audience, your unique angle, and outcomes—you have your positioning.

## STEP 3: ELEVATOR PITCH

Your elevator pitch turns that positioning into a quick, natural-sounding hook. It's what you say in a DM, on a panel, or in a quick intro.

**The goal?** Spark curiosity.

### Example

"I help HR teams that are overwhelmed by onboarding chaos set up workflows that save hours and make hiring feel seamless."

### When someone says,

"Tell me more"—your pitch worked.

## STEP 4: YOUR VALUE STORY

This is where it all comes together. Your value story contains the information in your positioning but also includes important business context – including when to call you in, how you work, and your engagement terms.

Your value story includes:

- 1. Who you help and what you fix**
- 2. The outcomes or results you achieve**
- 3. When to call you in**
- 4. How you work**
- 5. Engagement terms**

If not—you don't need to rewrite your whole story. You just need to pull the pieces together.

**Your value story makes it real.** It gives shape to your positioning by showing that you offer a real service—with a clear beginning (when to bring you in), defined terms (how you work), and expected outcomes.

### Where Your Value Story Comes to Life

Your value story is your north star.

It shows up in:

- ◆ **Discovery calls**
- ◆ **Proposals**
- ◆ **Referral conversations**
- ◆ **Follow-up emails**

And if it's clear and compelling, it creates one of the most powerful reactions in consulting:

*"Ahh... now I get what you do—and we need that."*

Need help making your value story visible and compelling? That's what we do at Gig Wisely. We take the pieces you already have—your experience, your wins, your voice.

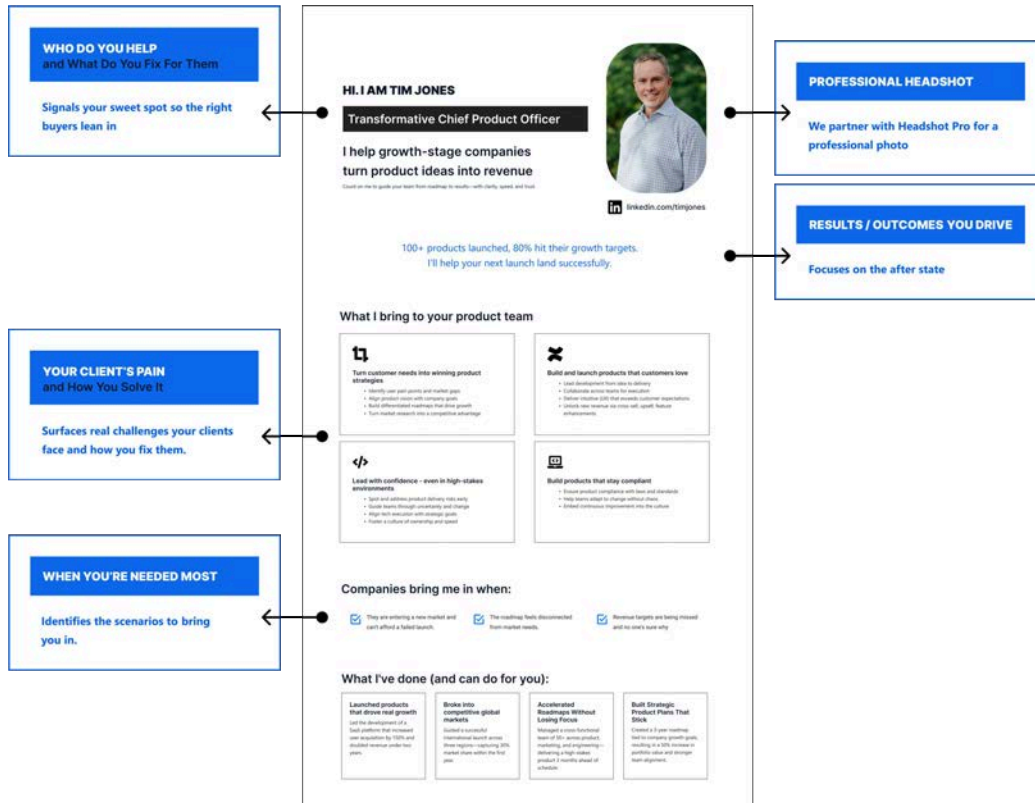
We then use your LinkedIn profile, resume and answers to a proprietary questionnaire to craft a value story. We'll even create three service offerings for you (which of course you'll review).

Then, we'll bring it to life on a one-page personal website, which you can share with prospects and your network.

**THE RESULT:**

A value story that does the talking for you – and your network can easily share.

Here’s an example:



**Don't Let Clarity Be What Costs You**

Every time someone doesn't understand when to call you in—or what you can really do for them—you're leaving money on the table.

It's the \$15,000 referral you never got. The \$30,000 retainer that went to someone else. The opportunity that ghosted after a promising intro.

**Your value story changes that.**

It turns hesitation into yes. Connections into contracts.

If you've done the work to become great at what you do, don't stop short of showing it clearly and holistically.

**Invest in your value story.**

Let it speak before you even get in the room.