

INVISIBLE VALUE SCORECARD

Is your best business proof hiding in plain sight?

Invisible Value happens when the expertise, results, and difference you create are real, but your prospects can't clearly see them.

This quick scorecard will help you spot where your value may be hiding, so you can start making it visible.

For each statement, choose the answer that sounds most like your business right now.

Often = 2 | Sometimes = 1 | Rarely = 0

1. When someone asks what makes my business different, I default to describing my services, credentials, or process. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely	6. I have strong client results, wins, or turning points I've never turned into stories. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely
2. My clients can often explain the value of what I do better than I can. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely	7. My testimonials say nice things about me, but don't clearly show what changed for the client through my work. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely
3. People who know me are sometimes surprised to discover everything I actually do or the problems I can solve. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely	8. I rely heavily on credentials, years of experience, or expertise to prove I'm good at what I do. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely
4. My website and marketing explain what I offer, but include few examples of the difference my work makes. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely	9. When someone asks for a client success story, I have to stop and think before one comes to mind. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely
5. I dismiss things I do exceptionally well because they feel easy or ordinary to me. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely	10. I know there is more value in what I do than I am currently communicating. ☐ Often ~ ☐ Sometimes ~ ☐ Rarely

YOUR SCORE: ____ / 20

Turn on your Story Radar...
Capture the moment!

0-5 Your Value is Showing!

6-12 There's gold in there.

13-20 Your business may be better than it sounds right now.