

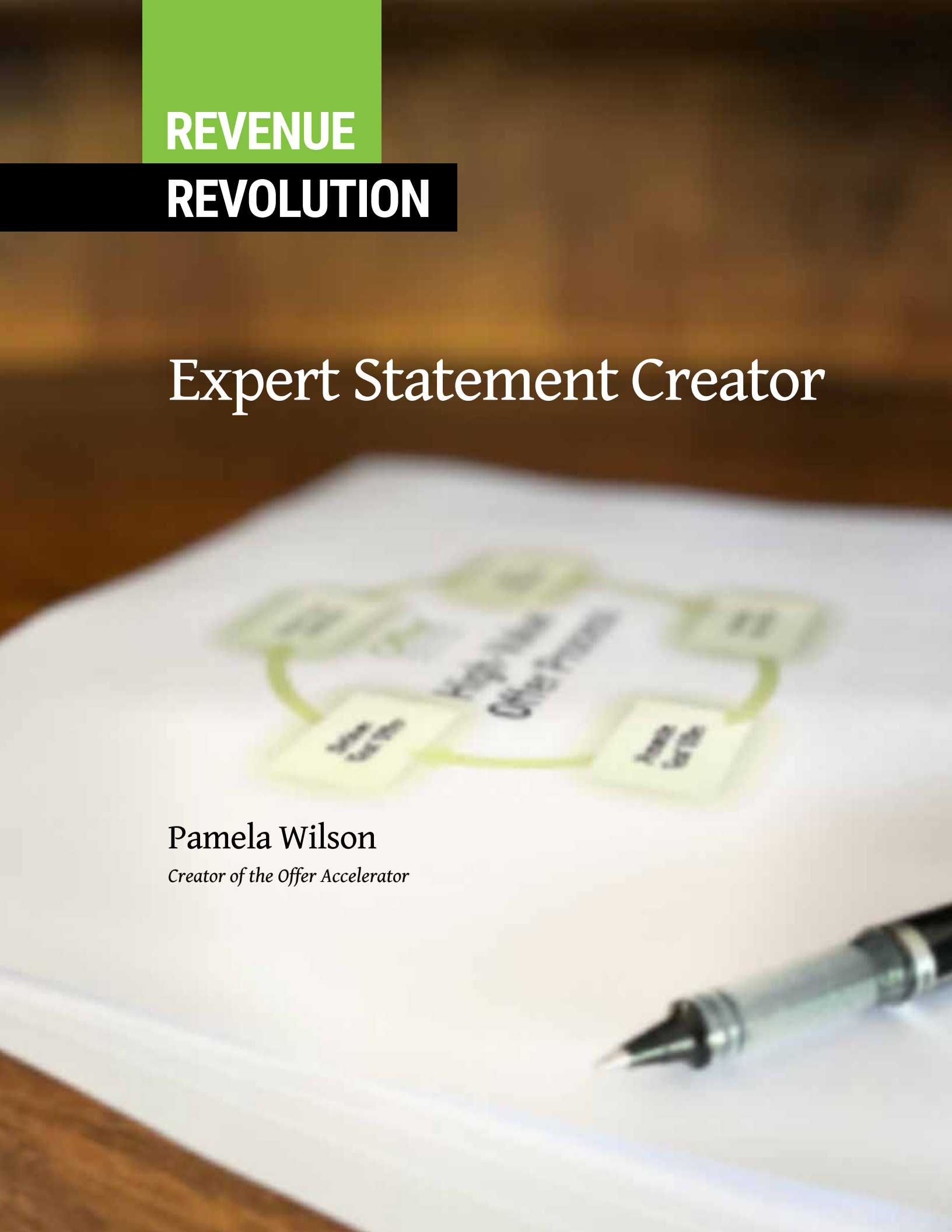
REVENUE

REVOLUTION

Expert Statement Creator

Pamela Wilson

Creator of the Offer Accelerator



TELL THE WORLD YOU'RE AN EXPERT

*When you're an expert in your topic area, it's **crucial** to have a smooth, clear way to explain your expertise.*

You may have tried to create an “elevator speech” or “personal tagline” before. Those rarely sound natural coming out of your mouth or your pen. You're about to build an impressive statement that will be easy to say, write, and remember.

Use your Expert Statement when meeting a new colleague, when pitching yourself as a guest speaker, or when meeting a prospective customer.

The Expert Statement Formula

Here are the components of a memorable Expert Statement:

I help [DESCRIBE CUSTOMERS who EXPERIENCE A PROBLEM]
to [ACHIEVE WHAT?].

Together, we [DO WHAT?]

so they can [EXPERIENCE WHAT?]

Here's an example of my completed Expert Statement:

I help ambitious experts who aren't making enough online revenue
to generate \$10-20k/month with just a few sales.

Together, we create, test, and optimize their high-value offer

so they can count on sustainable profits and do life-changing work.

YOUR EXPERT STATEMENT

Fill in the blanks below with **at least** five different options in each column.

I help

to ...

Together, we

so they can ...

DESCRIBE CUSTOMERS who
EXPERIENCE A PROBLEM

ACHIEVE WHAT?

DO WHAT?

EXPERIENCE WHAT?

KEEP READING FOR INSTRUCTIONS

CREATE YOUR EXPERT STATEMENT

Step 1

Fill out at least five options in each column.

Mix-and-match options to find the ones that work best together.

I help DESCRIBE CUSTOMERS who EXPERIENCE A PROBLEM	to ... ACHIEVE WHAT?	Together, we DO WHAT?	so they can ... EXPERIENCE WHAT?
Stressed-out Chief Financial Officers	Have a clear view of their priorities	Create a clear way to see their numbers	Make smart, timely decisions that build their profits
Stressed-out CFOs	Have the information they need to make good financial decisions	Build a way to see what's working	Feel confident about their financial choices
Company financial leaders who don't know how to increase profits	Have clarity about what to do	Craft a master dashboard that tracks their results	Know they are headed in the right direction
CFOs who feel lost	Identify factors that influence profits	Make their tracking easy to follow	Do the best they can to build profitability
Business decision makers who aren't sure what to do	Know exactly what is helping their business to make money	Come up with a way to see what is happening in the business	Have a way to make smarter decisions to help the business

Step 2

Combine your best options for a smooth, easy-to-understand Expert Statement.

I help DESCRIBE CUSTOMERS who EXPERIENCE A PROBLEM	to ... ACHIEVE WHAT?	Together, we DO WHAT?	so they can ... EXPERIENCE WHAT?
Stressed-out Chief Financial Officers	Have a clear view of their priorities	Create a clear way to see their numbers	Make smart, timely decisions that build their profits
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KEEP READING FOR EXAMPLES

EXPERT STATEMENT EXAMPLES

Let's break down this example:

I help **stressed-out CFOs** to **identify factors that influence profits**.
Together, we **craft a master dashboard that tracks their results**
so they can **make smart, timely decisions that build their profits**.

WHO you help and HOW they experience their problem

WHAT you help them achieve (not how you help)

I help **stressed-out CFOs** to **identify factors that influence profits**.

HOW you help – the tangible result of your work together

Together, we **craft a master dashboard that tracks their results**

WHAT they experience after your work together is complete

so they can **make smart, timely decisions that build their profits**.

More examples:

I help **frustrated parents of aspiring college students** to **figure out a stress-free way to vet and apply to colleges**. Together, we **prioritize goals and make a simple plan** so they can **support their child as they get accepted by the schools of their dreams**.

I help **small business managers who are stretched thin** to **build a robust leadership team**. Together, we **identify and train internal leaders** so they can **build the structure they need to grow the business**.

I help **Fortune 500 CEOs who want to expand their personal brand** to **build a blog where they highlight the work they do**. Together, we **pinpoint their values and goals** so they can **craft a content strategy that helps them become thought leaders in their industry**.

KEEP READING FOR YOUR NEXT STEP

NEXT: BUILD YOUR HIGH-VALUE OFFER

I hope the materials here have given you a great start toward building a high-value offer.

Every month, I coach a very small group of clients with my Offer Accelerator process as outlined on page 6.

If this sounds intriguing ...

[Learn more about working with me here](#)

Wishing you much success,
Pamela Wilson

Like a high-level MBA...

"The Offer Accelerator is like a very, very high level MBA – but individually designed for me, because I'm doing the work and I'm using the systems and the tools that Pamela is giving, with her advice and coaching.

– Orit Nevo, Israel

10x faster...

"As a fast-paced entrepreneurial guy, who is also a coach and educator, I know the value of having the right 'guide.' **Pamela is the go-to expert I need to help me craft my offerings and round out my brand. She has taken me ten times further in a tenth of the time. If you do the math that is 100x."**

– Gregory Gray, United States

50% more earnings than previous record...

"I have a number of online courses which I've developed over the past several years. I've been wanting to raise prices but have been a little scared to do it. With Pamela's help I developed a launch strategy to increase my prices. **My price increase campaign was highly successful, at 50% more than my previous best course launch."**

– Liz Steel, Australia