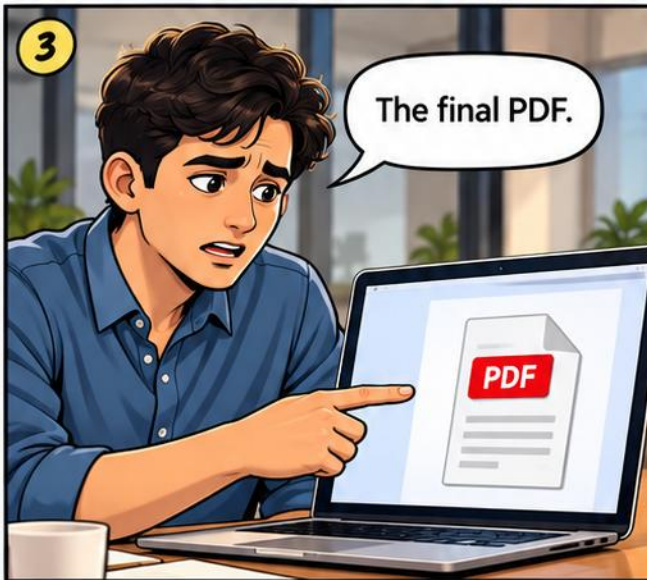


DAY 58 – IF THE CUSTOMER ONLY SEES **THE OUTPUT**, THEY MAY NEVER UNDERSTAND THE VALUE BEHIND IT.

Customers cannot value work they cannot see.



THE BIG IDEA



When customers only see the final deliverable, they often miss the **research, diagnosis, decision-making** and **expertise** behind it.

DAY 58 — THE DELIVERABLE IS ONLY THE TIP OF THE VALUE ICEBERG.

➤ Visible work increases perceived value. ➤



THE LESSON



If customers only see the final artifact, they may undervalue the **expertise** and **work** that made it possible.

DAY 58 THE E.F.F.O.R.T. FRAMEWORK

➤ Show the work that explains the value. ➤



E

EXPOSE THE INVISIBLE WORK

Show the important work customers never see.



F

FRAME WHY IT MATTERS

Connect each step to a clear customer benefit.



F

FOCUS ON DECISIONS

Show judgment, not just busyness.



O

OPEN THE PROCESS

Make the journey from input to output visible.



R

RELATE EFFORT TO RESULTS

Link the process to outcomes and risk reduction.



T

TRANSLATE WORK INTO VALUE

Explain why the work makes the result better.



➤ **DON'T JUST SHOW WHAT YOU DELIVER.**
SHOW WHAT MAKES IT VALUABLE. ➤

DAY 58

WHEN CUSTOMERS SAY "IT'S JUST..."

The value-creation process may be invisible.



Behind it:

diagnosis, research, prioritization and decision-making.



Behind it:

audience research, hooks, copy, design and testing.



Behind it:

calculation, planning, coordination and risk prevention.



Behind it:

sourcing, formulation, checks and quality control.



Behind it:

material checks, testing, inspection and reliability.



THE BIG IDEA

Invisible work weakens price justification.

Visible work strengthens perceived value.

DAY 58

VALUE VISIBILITY WORKSHEET

Make one invisible part of your value visible today.

1



My final deliverable is:

2



What happens behind it:

3



Important decisions we make:

4



Quality checks we do:

5



What reduces customer risk:

6



What the customer should see:

7



How this creates better outcomes:

COMPLETE THIS:

1

We don't just _____.

2

Before that, we _____, _____
and _____.

3

This helps the customer _____.



TODAY'S ACTION:



Make one invisible step of your process visible in your proposal, website or sales conversation.