**Full Marketing Message**

1. Write your message by filling in the sections below. Take as much space as you need.

2. Onceyou have your message written, you can use it when writing your website or any written promotional materials.

3. Depending on where you are using it, the length of it will vary (e.g. you can put more information on a website than you can on a flyer).

4. Write your message as if you were speaking directly to the client. E.g. Use “You feel…” not “People who feel…”

5. Avoid jargon and keep vocabulary simple.

**Step 1: Get Attention: Develop a Compelling Headline**

* If you don’t get your potential client’s attention in the headline, they won’t read any further.
* The easiest way to think about a headline is to make it ether problem focused or solution focused —or both.

**Step 2: Engage your potential clients by providing more detail about the pain, core problem(s) or predicament(s) that they are seeking help for.**

* Goal is to draw them into the copy.
* Imagine you are talking directly to your ideal client.
* Be very specific and concrete—not abstract and general.
* Paint a picture of what their life looks like now and how they feel.
* Identify emotions that they may be experiencing either directly or indirectly (show empathy).

**Step 3: Get interest by describing the “solutions/benefits/outcomes” to their problem(s).**

* Goal is to get them interested in what you have to offer.
* Provide hope that it’s possible to solve their problems.
* Be very specific and concrete—not abstract and general.
* Paint the picture of what it might look like once their pain/problem is eased or eliminated.

**Step 4: Establish credibility/proof.**

* Give evidence that you can provide that solution:
  + testimonials (if applicable and ethical in your profession)
  + case studies (composite or hypothetical)
  + endorsements from other professionals
  + statistics on the effectiveness of methods used
  + statistics on your own success rates
  + describe awards, outstanding achievements, etc.

**Step 5. Show that you're the person who can provide the solution they want.**

* Describe what is unique about you.
* Why should they hire you as opposed to someone else?
* What is unique about the methods you use?
* What is different about your style, philosophy, personality?
* What do you bring to your sessions that others may not?

**Step 6: Give a call-to-action. Ask them to do something.**

* Call for a free consultation or book a session.
* Sign up to a free newsletter, blog updates.
* Sign-up for a workshop or course.