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# Marketing Plan Mini-Camp

## Class #2 Notes:

### The 3 C's of an Effective Marketing Message: Is it Clear, Consistent & Compelling?

#### What is a Marketing Message?

It is the message you put out to your target audience that tells them how you can help them. It can be used verbally (a mini-message) or in writing (on your website or other written promotional materials).

- It's focused on the client's problems and the solutions they want. It's not focused on you (except when describing your uniqueness and credibility-see below).

#### Ultimate Goal of Your Message:

To get our potential clients to say, "Yes, this is for me!"

#### Components of a Strong Message:

- Grab the attention of your targeted audience.
- Shows them that you understand their pain/problems.
- Describes the benefits that clients can achieve through your help.
- Makes a case for why they should trust you (why you are credible).
- Makes a case for why you are unique from others offering services like yours.
- Includes a call to action - inviting them to do something (call, email, sign up for your email list, buy something from you, etc).

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## The 3 C's of an Effective Message:

### Clear

- Concrete and specific in grounded language.
- Easy to understand. Potential clients shouldn't have to guess or wonder what you are trying to convey.
- Simple vocabulary.
- Don't try to be creative or clever at the expense of clarity.
- Short sentences and paragraphs.
- No jargon.

### Consistent

- Needs to be consistent across platforms and within platforms (website, written materials, social media, directory website, etc).
- Should be consistent in every marketing step you take.

### Compelling

- Needs to get the attention, pique interest, be engaging, inspire hope and make your potential clients feel motivated and excited to contact you.

## Can I Have More than One Message?

- Yes, but it takes more time, energy and money to market to more than one audience.
- You have to make sure that you don't lose one audience by making them listen to/read a message that doesn't apply to them.