



The Marketing Plan Mini-Camp

Module 2: Your Marketing Message

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Your Marketing Message



The unique message you tell your audience explaining why they should work with you.

Goal of Your Message


Yes! This is for me!



Message = Your Story



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“Great storytelling is the difference between someone paying attention to you and someone tuning you out.”

— *Christopher S. Penn*

3 C's of an Effective Message

1. Clear
2. Consistent
3. Compelling

I. Message is Clear



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A Clear Message...

- targeted to a specific audience
- easy to read and understand
- jargon-free
- simple vocabulary
- short sentences and paragraphs
- Scannable

2. Message is Consistent



A Consistent Message...

- is the same within the message
- is the same across platforms
- is the same in every marketing step you take

3. Message is Compelling



A Compelling Message

- attention-getting
- focused on their problem and desires
- unique; stands out from the crowd
- engaging, able to hold their interest
- convincing/credible
- inspiring; motivating

Mini Message

Here's how
I can help...





Mini Message

A Short Summary Statement

- identifies target audience
- problem they want solved
- includes demographics and psychographics

Mini Message – Example I

*I help people [demographic] who have been
unhappy [problem] for much of their lives
[psychographic] find more meaning, purpose
and joy [solution].*

Mini Message – Example 2

I help driven [psychographic] career people [demographic] who are overloaded with stress [problem] feel more in control of their lives. [solution].

Mini Message – Example 3

I help mid-life single women [demographic] with a Christian faith [psychographic] who are unhappy in their relationships.

OR

Instead of stating the problem, state the solution—i.e. “want to save their relationship.” [solution/benefit].

Mini Message – Example 4

I help infertile couples [demographic] who don't want to give up hope of having a child, [psychographic] overcome the stress and heartache due to their failure to conceive [problem].

OR

Instead of stating the problem, state the solution- i.e. “come to accept and enjoy their lives with, or without, children.” [solution/benefit].

Full Message



Get Attention

Wow!



I want to read this!

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Step I. Get Attention

- identifies target audience (via headline)
- won't read your message if you don't get their attention in the headline
- headline also weeds out people not in your target audience

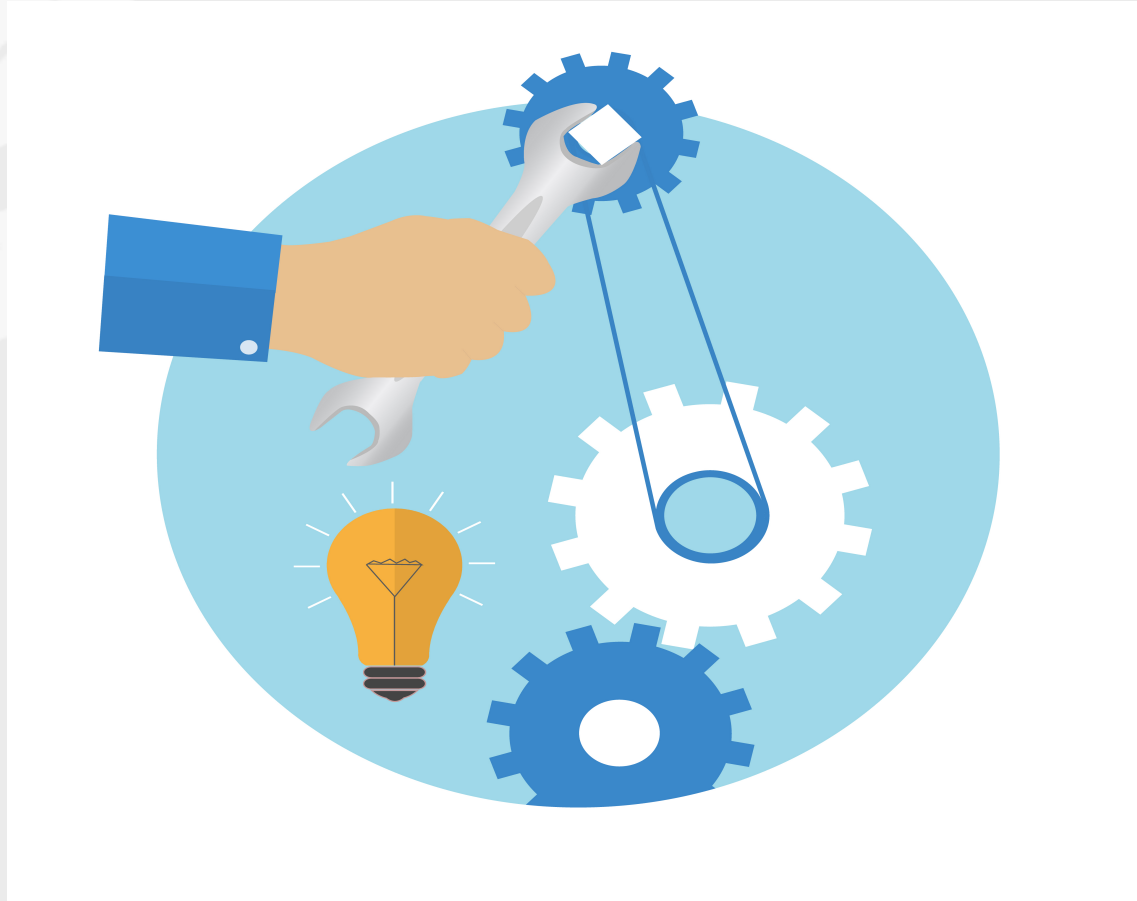
Validate Pain



2. Validate Pain

- draw them into the copy by showing empathy for their problem
- identify emotions either explicitly or implicitly
- Paint a picture of what their life is like

Solution/Benefits/Outcomes



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3. Solutions

- inspire hope
- describe what their life could be like when their problem is solved

Show Credibility



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4. Credibility

- testimonials (if permitted to use)
- case studies
- endorsements
- statistics – methods you use, your success rate
- awards, outstanding achievements

Call to Action



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5. Call to Action

- sign up for email list/newsletter
- call or email for a free consult or to book an appointment
- sign-up for a course/program
- buy a product

More Than One Message?

Yes...BUT

- more time, energy and often \$
- ensure you don't lose one audience by speaking to another
- best to focus on one at a time (different website or pages of a website, different marketing strategy, etc.)



“Marketing is no longer about the stuff you make [or the services you offer] but about the stories you tell.”

--Seth Godin