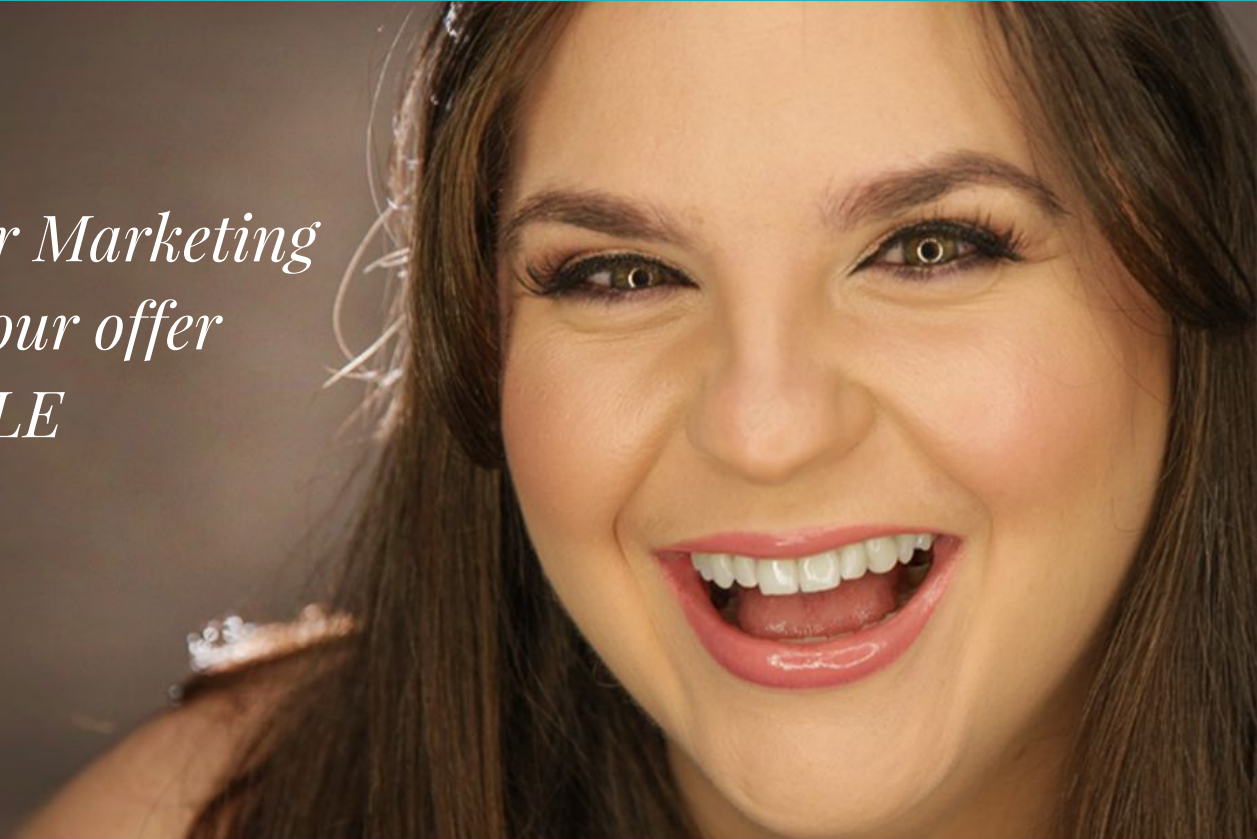


*Session 6 : Master your Marketing
Message to make your offer
IRRESISTIBLE*



Welcome!

- ❖ Welcome to Week 6!
- ❖ Get ready to focus & learn.
- ❖ Have a pen and paper ready to take notes.



Objective

This weeks Objectives:

1. Master YOUR message
2. Create a word bank
3. Establish your CORE messaging and Pillars
4. Tighten up your Transformation Statement
5. Create Results Focused Statements
6. Define your Unique Selling Proposition
7. Create your Elevator pitch
8. Write your Personal Bio
9. Write your Mission Statement
10. Write your Vision Statement
11. Write your Website Copy



Master Your Message

Your marketing and brand message purpose is to clearly, concisely and eloquently communicate your brand promise, brand value and attract your ideal clients and detract your not ideal clients.

The more specific you are to the needs, wants, pains, and desires of your ideal clients the more successful you will be in pulling people into your business through your marketing.

Before we dig in I want to ask the question again:

What URGENT PROBLEM do you solve in the marketplace? Your marketing message must revolve around that problem and how you are positioned to solve it.



Master Your Message

“You can’t sell anything if you can’t tell anything.”

- Beth Comstock - Vice Chair of GE



Master Your Message

Let's get straight to work shall we:

Create your Word bank: This word bank should feel so good to you when you describe your business and how you serve.

It should describe the feel of your brand. It should be a reflection of what you really want to communicate about the work you do in your business.



Master Your Message

Does your brand have a theme? This isn't necessary but if you have one let's develop it.

The purpose of a theme is that it create a series within your brand. A theme in my brand is brilliance. That is reflected in the language I use as well as some of my offerings. This is a neat way to make your messaging cohesive but is not necessary.



Master Your Message

Core Messaging: I want us to create the core pillars of your message. All of the content you create for marketing should revolve around these pillars. You can have as many pillars as you need but I recommend 3-5 pillars.

For example my pillars are: Visibility Mindset, Online Marketing and Personal Branding.

The pillars are made to be broad so you can fit many different topics underneath them without losing focus of your core messaging.



Master Your Message

Tighten Up Your Transformation Statement:

I help (Ideal client) with (their problem) so that (their desire/solution) and (benefit/solution).

Here is my example: I help ambitious online coaches with their personal brands so that they stand out and get clients NOW even if they are brand new to the marketplace.



Master Your Message

Let's Create Your Results Statements:

Over the last few weeks you have gotten a little clearer on your ideal client, how you help your clients, you've gotten more clarity on your program, let's put it all together and create your result statements! We will use these in your copywriting, on facebook posts, in email sequences, so let's get them ready so when it comes to creating copy you are ready to rock and roll!

Please create 10-20 results statements and print them or write them out so you have them handy.

Result	Benefit 1	Benefit of Benefit 1
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Master Your Message

Unique Selling Proposition (USP):

This is important and will go on your homepage and all over your website. This is a very condensed version of what your clients will get after working with you and what makes working with you better than working with someone else.

What does your ideal client want more than anything?

What are the key feature(s) of your program?

What is the main benefit of the feature(s) of your program to your ideal client?

What makes you different from your competition? What will they get with you that they can't get with anyone else? (This is where your unique story comes in handy. Pull from your story and journey to get to where you are today as the expert in your niche.)



Master Your Message

Elevator Pitch:

Knowing your elevator pitch is very important. I even would say have 2 versions of this. A 10 second version and then a 1-2 minute version in case anyone wants anymore detail.

You have to be very choosy with the words you use and truly hit at the heart of the problem you solve.



Master Your Message

Copy Writing:

Follow the workbook prompts to complete:

Your personal Bio

Mission Statement

Vision Statement

Website Copy

TIP: Be consistent with your title and bio on your social media platforms. You don't want to be a health coach on twitter and a business coach on facebook.



You're all set!

Wohhooo!! You should be feeling so amazing about verbalizing your message to the world and how you help serve your ideal clients! I want you to go and spread your message far and wide now!

God bless you on your journey.

Reach out to me and the other coaches in group if you're stuck on anything.

Share with us in the group your messaging progress! I want to see your USP's and mini bios. Have fun with these assignments!

I am here to support you 150%.

Bring any questions to the Q&A call or tag me in the group.

