

# Create Your Marketing Message

Captivate Your Audience with Messaging that  
Resonates & Converts



**Course Book**

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# Introduction

There's nothing more frustrating or demotivating than putting all your efforts into marketing and then being met with radio silence.

The vast majority of entrepreneurs and business owners have struggled at one point to get their marketing right. They know it's vitally important, but they aren't quite sure how to convey what they sell to would-be customers. They aren't always prepared to define who those would-be customers are either. As a consequence, they struggle to find a point of contact with the very people who could benefit from their offerings.

All business owners need to figure out who they serve, what's unique about what they're selling, and how to word it so that it resonates with their audience wherever they encounter them.

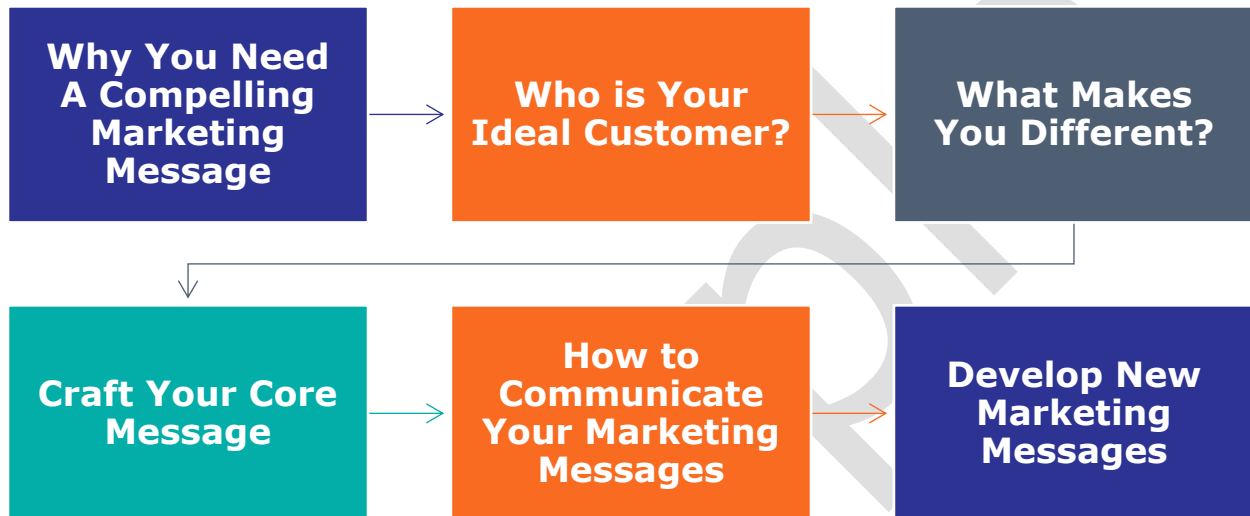
You've worked hard to build your marketing systems to this point. You've invested a lot in your training, read business blogs and books, and you've had some successes. But if things aren't consistently working out the way you'd like them to when it comes to sales, then something needs to change.

The most important thing to do when things aren't working in your business is to take a step back, assess the problem, and plan a new course of action that will get you the results you want.

In this course, you'll find the missing piece of your marketing puzzle. You'll learn how to use a step-by-step framework to create compelling marketing messages which you can use no matter what business you're in. You'll discover how to identify the stand-out elements that make your offering different from your competitors' and how to adapt your marketing messages to reach your ideal customers where they spend time.

You need to fix your marketing messages once and for all, and this course will give you the keys to ramp up your revenue, generate more income, and help your business grow.

Here is your roadmap through the course:



## Learning Objectives:

By the time you complete this course, you'll be able to:

- Define what a marketing message is and why getting clear on your own messaging is essential to your success
- Describe your ideal customer in detail, so that you know them well enough to tailor a marketing message that speaks directly to them
- Identify the key challenges your ideal customer is facing and the language they use to describe their issues, so that your marketing messages will address their pain and propose solutions to it
- Clarify what makes you stand out from your competition, so that you can promote the value of your difference to potential customers

- Craft a compelling marketing message that will attract your ideal customer, so that they'll be motivated to take the next step
- Tailor your messages to work on all your marketing channels, so that you'll be engaging with your ideal customers where they spend time
- Customize the next marketing message that best fits your needs right now, so that you can use it to attract more customers
- Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and develop further

This course is broken down into 7 major modules and individual lessons to take you step-by-step through the process of crafting compelling marketing messages.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Why You Need A Compelling Marketing Message

All businesses need marketing, but not all businesses are able to market effectively. If you're not getting the results you want from your marketing tactics, then it's time to course-correct and develop a new strategy.

In this first module, you'll get clear on how your business will improve once you've cracked the code of the compelling marketing message.

## What are Marketing Messages?

Marketing messages are ways of communicating to influence existing and potential customers. Initially, you need to grab their attention with your messages, then educate them and show them why they should prefer your product or service over someone else's before they're ready to buy.

One of your primary goals as a business needs to be making a profit, and you can't do that without marketing. Even if you're a charity or a non-profit organization and profit isn't your primary aim, you still have to get your message out there if you want to find new donors, sponsors, and volunteers.

Here are some of the reasons you may be marketing:



- Generate leads
- Build expert status
- Announce a product launch
- Increase visibility
- Attract supporters
- Promote your personal brand
- Launch sales campaigns

Your marketing message sits at the front end of your marketing strategy, and everything you do needs to align around it. If your messaging hits the spot, then you'll achieve your goals.

### **But what if it goes wrong?**

You're implementing your marketing strategy, however:

**You still don't have enough traffic to your site or your store**

**You have traffic but people aren't buying**

**You're trying to sell to *everyone*, but no-one seems interested**

**There are too many other people offering the same thing as you**

**People seem interested in what you do but they aren't buying**

**Those who want to buy want a cheaper price**

**You're spending money on marketing, but it isn't paying off**

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- You're trying to sell to *everyone*, but no-one seems interested
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- People seem interested in what you do but they aren't buying
- Those who want to buy want a cheaper price
- You're spending money on marketing, but it isn't paying off

If any of these statements sound familiar to you, then somewhere along the line you're falling short on your marketing messaging.

Some entrepreneurs think that the term "marketing message" is just another piece of jargon like "mission statement" or "brand equity" and therefore ignore the importance of getting it right.

Your marketing message is not just jargon but a practical tool to inform your potential customer about the specific benefits they'll get from your product or service and the value they'll receive. At the end of the day, that's what consumers want to know so approach crafting your message by thinking like a customer and what's important to them.

The ideal marketing message should do the following:

- Explain your core offering in a way that's easily understood and memorable



**ATTENTION:**

This is only an excerpt from our full course **Create Your Marketing Message**. The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.