

BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

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CHAPTER 9

MESSAGING

Messaging is such a hard nut to crack. It's the things you say to people about what you do. For most of us, we know what we do and we know we do a good job at it. However, we struggle to put it into words....at least words that make others really "get" what it is we do and how we can help them.

When I first started my business, I spent a lot of time figuring out and testing what it was I was going to do with people. I knew I had tons of skills and experience doing lots of things. I also knew I had achieved some amazing results at all the places I had worked. I was willing to do any of the things I had done, as long as it brought money in and put food on the table. It wasn't long before I realized that to have a successful business, and be that successful business owner I talked about early on, that I couldn't do it all.

Prior to working with my coach, I would have lots of people say *"I really like you and want to work with you, but I have no idea what it is you do."* The main thing my coach had us do in our first year, over and over again until it became mind-numbing, was to figure out our message. Who is our ideal client? What do they desire? What is their pain? What results do I bring that can make a difference to them? Over and over, I went through these things becoming clearer each and every time. It wasn't long before I hit a point where people were wanting to work with me and I wasn't even talking to them about my services. That's because my message was so clear that it came out in all I did. It was a part of me that was very authentic. The new thing people started to say was *"I want to work with you because you are authentic, and I want to learn how to do what you've done."*

What is your message? When someone asks “*What do you do?*” what is your response?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Who is your ideal client?

[illegible]

What results do you bring to your clients/customers?

[illegible]

What does your ideal client desire most that you can offer?

[illegible]

Notes & Ideas

[illegible]