



THE
Launchpad
DIY

MODULE FOUR

Crafting your Message!

Denise Mortimer

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Crafting Your Message

This week our focus will be all about your message. It's really important that you build an engaged audience of ideal clients. The way to do this is by consistently sharing your own unique message that is perfectly tailored for them. Not every ideal client is ready to buy from you just yet, but when they are, make sure you are the only person that they want to come to.

You can structure your message in such a way that you address their problems and frustrations while offering your solutions in a credible and authoritative way. Once they know, like and trust you, working with you will be an easy and logical decision. Your ideal client will feel that you are speaking directly to them. It will resonate and connect.

My example for you

I work with ambitious, newly qualified coaches, or coaches who have been working face-to-face with clients and want to move online. They are keen to learn how to grow their coaching business and make it both scalable and profitable.

They think that by having or obtaining a qualification, it enables them to understand how to run their coaching as a business. They are maybe just starting out or they may have been trying for a while to figure out how to grow their coaching business online.



I will show them how to create the business they have been dreaming of and the secrets other people seem to know but they don't. I will teach the most up-to-date business strategies to become successful online.

The problem that I see is that most coaching qualifications don't tell you how to setup as a business. So people finish their studies and then are left to figure it out by themselves.

They don't know what they don't know and are left scratching their heads, wondering how other people are making it happen while they remain confused and with few if any clients.

They maybe throwing money at solutions, hoping for results, they may buy lots of online courses or invest in the wrong solutions. They may end up wasting time trying out the wrong solutions, they may end up going down blind alleys time and time again. They may end up stressed out because they simply don't know what to do and this may affect their physical and mental health.

But I have a solution; it is my Launchpad Programme that covers all the territory they need to get them started. The course is part online and part real-time for maximum impact. They will learn how to identify their ideal client, how to speak to their ideal client, how to create courses for them that work etc!



This will result in them having a business model that is ready to go, plus all the new knowledge that they can apply repeatedly, as their business grows. I believe that all ambitious coaches should have access to the information that will help them scale their business in a short period of time and allow them to create the business they want.

As a coach myself, I didn't know what I needed to do for nearly 20 years.

Once I took action, I was able to escalate my business quickly. I was featured in Forbes and Huffington Post as a female entrepreneur to watch in 2018, I am a best selling author and I created a six-figure coaching business within 12 months. I have served over 400 clients online in a short space of time, delivering part automated part real-time coaching to help them create a business they love. My clients have had amazing results.

(testimonials here)



To help you craft your message, here is a simple table below to incorporate the elements of your ideal client's situation with your promise to them and solution.

Please print out the table and you can begin to put together your own unique message.

Your Ideal Client

Who is the person? What is their problem? What is your promise?

Their Problem

The problem I see... Their frustrations, the Four Forces -money, time, health, emotions.

Your Solution

Methodology, benefits, results

Your Credibility

Achievements, recognition, member of any associations?



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	WHO IS THE PERSON	WHAT IS THEIR PROBLEM	WHAT IS YOUR PROMISE
YOUR IDEAL CLIENT			
THEIR PROBLEM	THE PROBLEM I SEE....	FRUSTRATIONS	THE FOUR FORCES
YOUR SOLUTION	METHODOLOGY	BENEFITS	RESULTS
ESTABLISHING CREDIBILITY	ACHIEVEMENTS	RECOGNITION	MEMBER OF ANY ASSOCIATIONS
YOUR WHY	<p>Establishing WHY you do what you do? Think about why you are doing what you do? What is it you are passionate about? Spend 10 minutes recording yourself speaking about your why. Then add a sentence starting with "I believe...."</p>		

Practice, practice and share it!

Once you have put your message together you need to practice it. Write it out and practice saying it outloud. It needs to feel right and connect with your audience. A great way to share your message is on video.

Here are some top tips and pointers for getting your video out there.

- What do you want the lasting message/outcome from the video to be?
- What is the title, description for the video?
- Record somewhere quiet and well lit, that reflects your personal brand.
- Use a tripod or find an even surface with light behind the camera.
- Set your smartphone up in landscape with the sound turned up.
- What is the length of the video and the main points you want to cover?
- Most viewers drop off in the first 10 seconds of a video so quickly introduce a benefit, outcome or catchy opener for your video. Have a powerful opening statement.
- Add value, your own personality and keep your ideal client firmly in mind. This is an opportunity to build connection.
- Remember the call to action at the end. 'Calls to Action' come in many shapes and sizes- 'click here', 'message me now', 'book a call'.
- Posting and sharing the video - post directly to facebook, Instagram or LinkedIn - it will help with the reach.
- Share your video! The more familiar you are with seeing yourself on camera and hearing your voice, the easier creating content will be!
- We have all been through the self-conscious stage. Remember, this is not about you and insecurities, **this about that person out there that needs to hear your message right now!**

