



Be **SEEN** where your customers are looking

**YOUR MESSAGING**

Use this worksheet to get clarity on your messaging which can be used in your marketing.

What are your clients seeking when they work with you or buy your product?

What is their biggest problem?

How is your business solving their problem?

Next exercise is working on messaging that will resonate with your customers. Your messaging is about communicating **WHY** your product/service is exactly what your potential customer needs. They need to see **VALUE** in it for them.

**Key points:**

- Messaging needs to be **CLEAR**
- Buying decisions are based on emotion
- There are 3 components to your messaging - Functional Outcomes, Financial Outcome, Emotional Outcome.

Below, list all of the **FUNCTIONAL, FINANCIAL, EMOTIONAL** outcomes that your product/ service offers:

**FUNCTIONAL**

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**FINANCIAL**

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**EMOTIONAL**

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Now we want to have a go at turning this into a statement that can be used in all of our messaging.

*"I help (insert who you help) to (functional outcome)(financial outcome)(emotional outcome)"*

Examples: I help small businesses get their message to the right people at the right time for the lowest possible cost and the highest possible return.

I help small business owners to implement systems and digital marketing strategies to increase revenue without being a slave to their business.

Helping small businesses build a powerful online presence, saving you time and money.

**Your turn, have some fun putting together a message that will resonate with your customers:**

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