



*Create Your
Business*

Marketing Messages to Reach More Customers

How does a business owner stand out in those crowded social media feeds? How can you reach your customers with all these other marketing messages fighting for their attention?

You break through when you're able to answer, "What problems are my customers dealing with and how does my product or service help them solve it?"

In this month's Create Your Business workbook, we're going to build on the work you did uncovering your customer's pain points and turn that information into a marketing message you can share in your social posts, on your website and the answer you can give when someone says, "so ... what do you do?"



The Steps to Develop Your Marketing Message

The famous advertising guru David Ogilvy once said, "I do not regard advertising as entertainment or an art form but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it creative. I want you to find it so interesting that you buy the product."

Let's go through the Create Your Business marketing process to help you start creating messages that are so 'interesting' it makes more people want to buy it. You'll be able to take notes in your worksheets as well as a couple of NOTES pages after the end of this section of the workbook's content.

What's in it for me?

Your customers are busy people and if you're not talking directly to them and what they need right now, they'll just pass right by your message even if it's sitting right there staring at them in their Facebook feed.

The first part of your message must include what we call a "benefit" for your customer.

Features vs Benefits: What's the difference and why this matters

To put it simply, a feature is a statement about your program or product. If you were to complete the About Our Products/Program in your website, what would you put in the descriptive section?

If you sell a product, you would describe its size, color and something unique about the product like the fact it's energy efficient or costs less than \$20

To promote your program, you'd use phrases like 'I'm a 20 year veteran in the marketing industry,' 'I've managed email campaigns for a Fortune 500 company' or 'We're a family-owned business since 1970.'

Unless you've skewed the facts to make your business look better, all of these things could be proven as factual statements about your products and programs.

This is where most people lose their way. Most entrepreneurs confuse the list of their product's facts with benefits.

To find out your program or product's benefits, you'll need to answer this question, "What's in it for my customers?"

How does this **benefit and help** your customers solve their issues or concerns?

Let's look at these examples:

People don't hire a business coach because of the knowledge this person has about the problems in their business **{ feature }** – they hire a coach because it saves them the time to research the information, try out the programs or test what works and what doesn't **{ benefit }**.

People don't buy an email list building program **{ feature }** – they buy an easy to follow process that will help them reach more customers who are interested in their programs and products **{ benefit }**.

People don't buy a car with special anti-lock brakes that stops itself **{ feature }** – they buy a car with the technology that can brake for you when you're distracted or warn you if you are getting tired **{benefit }**.

Why Buy From You?

Now that we have your potential customers interested in learning more about your product or the services you sell, it's time to move them closer to hit the Buy Here button on your website.

To do get them to move another step into their buying journey, you'll need to explain to them WHY your business is the right place for them to buy this amazing thing that you know that they need to improve their lives.

In the world of marketing, asking the question, "Why buy from me?" is the way to set your business apart from the others. The more clearly you can explain what makes you different, the more you can differentiate your business from the competition.

Let's look at some more examples:

Don't say – Our mission is to be the best wedding planner.

Instead use: We are the only full-service Orlando-based wedding planners who specialize in Cocoa Beach wedding ceremonies to help you from the invitations to the marriage certificates.

Don't use: We have the highest quality products.

Instead try saying: Our product is the only one that is approved for your installed email program.

What's the Next Step?

You've told your customer about all the benefits she'll receive from your product and that you're best person for her to hire to make her dreams come true. Your next step is make sure that she understands how to move the sale forward.

Your customer's next step could be anything from starting an email conversation to going to your website to book an appointment. The call-to-action is the next step she needs to take to help you make the sale.

Let's look at a few examples of what to do:

Weak CTA { call-to-action }: To learn more about this, visit our website and watch this short video.

Strong CTA: Does this interest you? Go here and watch this video to see how this program can increase your sales by 50% in a month.

Weak CTA: Feel free to call if you have any questions, my number is 407-123-4567.

Strong CTA: What's the best way for me to get on your calendar to talk to you about booking your next event?

Weak CTA: Contact me for a free demonstration.

Strong CTA: Click here for your free trial – no credit card needed! – just sign up and start testing our program!

Taking Your Customer from Point A to Point B

Your customers have a unique view on her decision making process.

Her perspective will guide her along the path of her buying journey and help her to focus on how she's going to solve her problem or pain point.

On the following worksheets, I'd like you to think through the steps she needs to take before she makes a purchase. How do your customer's move through the decision making process that shifts them from Point A to Point B?



One of the best ways to think through her path is to create a picture of where your customer is 'Before' they buy your product and then 'After' they've used your product.

Think about how you can uncover what activities they need help with? What do they need to bring more of in their lives? What do they need to do, say or feel that makes their lives easier?



Create Your Business

Developing Your Marketing Message

What are the problems that my customers have?

What emotions are your customers feeling when they are dealing with these problems?



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Developing Your Marketing Message

**Spend a little time brainstorming about their emotions.
What actions do your customers take to solve their problems?**



Create Your Business

Developing Your Marketing Message

How does this help your customers?

How can you answer this question regarding your product or service, "What's in it for your customer?" { what's in it for me?}

Why should they buy this product from you or sign on for your services?



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**Developing Your Marketing Message
How does this help your customers?**

Now ask the question "What's the next step?" to start sketching out your copy ideas for your marketing message.



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**Developing Your Marketing Message
Taking them from Point A --- > Point B**

Point A: Before my customer uses my product or experiences my services, they feel/think/do:

Point A: My customers are ready for my product or service when they feel/think/do:



Create Your Business

**Developing Your Marketing Message
Taking them from Point A --- > Point B**

Point B: After my customer uses my product or experiences my services, they feel/think/do:

Point B: My customers see results from using my product or service when they feel/think/do:

A top-down view of a watercolor palette with six wells of color: yellow, light blue, dark blue, orange, and green. Two brushes are also visible: a fine-tipped brush and a larger, flat-tipped brush. The background is a plain, light gray surface.

**How can you
bring more
creative energy
into your life?**



Creative Insight Process

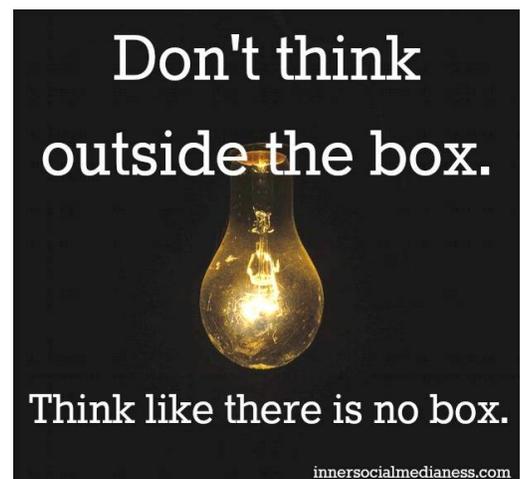
So for those who know me or spent any time with me when I'm teaching a class, you know that I have my moments where I go into a deep dive of something and my starting place doesn't always make perfect sense. But by the time I've reached the end, you'll get the point I'm trying to make.

It's like I always say, there's a method to my madness.

And I while I know you may not always completely understand my method or my madness, with the Creative Insight Process, I'll show you how to create the twists and turns to make those really BIG ideas flow.

The ones where you can see how to take your business to the next level.

This process will help you do more than just think outside of the box. You'll learn to think like there is no box.



This BOX that people talk about comes from what we've learned about running our business. And then all of this expert information gets pulled together with our personal experiences.

While all this stuff can give you a path to follow, many times we allow what we know and what we think we should be doing to hold us back.

Your box can actually limit your thinking and cause you to miss a new idea or new way to look at something.

Let's use the Creative Insight Process to dig deeper into Customers

On the following pages, you'll find this month's Creative Insight Process exercises that you'll work on with this month's Create Your Business box.

Take your time to work through the exercises and be sure to stay open to the new ideas that you experience as you work through the process.

Make a Vision Board Your Customers

This month's creative exercise will help you visually see how your product or service fits into their life.

Use your canvas and the glue in your Create Your Business box along with magazines, images on Pinterest and Google and your scissors.

Look for images or words that best represent the experiences and feelings of your customer as you answer the following questions:

1. What does your customer's best day look like?
2. What do they want to change? Once you understand exactly what they want to see change in their life, you can do the real work figuring out HOW your product or service can help them change it.
3. What would your customer do differently if nothing was holding them back?



Create Your Business

Creative exercise: Make a Vision Board
for Your Customers

Look for images or words that best represent the experiences and feelings of your customer as you answer the following questions:

- 1. What does your customer's best day look like?**
- 2. What do they want to change? Once you understand exactly what they want to see change in their life, you can do the real work figuring out HOW your product or service can help them change it.**
- 3. What would your customer do differently if nothing was holding them back?**