

Worksheet: Building your marketing message

Determine Your Company's Marketing Message(s):

- 1. What matters most to your ideal client? In other words, what pains do they have, or pleasure do they seek?**

- 2. What features does your company (product, service) offer your ideal client? (It sometimes helps to list all the features, then spell out the appropriate benefits beside them.)**

- 3. Describe why your ideal client should do business with you. In other words: what can you solve for them? Then write how they will feel when this problem is solved.**

- 4. What are the benefits your company is really selling? Hint: Are we selling the drill or the hole? For example, does a financial planning company sell mutual funds or retirement freedom? Does an alarm company sell alarms, or peace of mind, safety, and security? List below.**

5. What makes your company unique?

6. Why should someone trust to buy from you (confidence attributes)? In other words, "What's the proof?" (hint: years in business, guarantee, testimonials, awards, credentials - any or all)

7. What information do you want to ensure you get across to your ideal client/customer on EVERY piece of marketing? Hint: In marketing, it needs to be concise and impactful!

If you'd like to learn more about building a great marketing message or improving your business,
call us at 724-935-1930 or visit us at thistlesea.com.