

# CLIENT CALL GUIDE: MESSAGING

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## OVERVIEW

This document is your internal guide to workshop messaging. It outlines the key questions to ask and what to look out for.

## MESSAGING INTRO

- **Mindset:** Crafting messaging is an evergreen work in progress (like Target Market).
  - Test and adjust. Always.
  - As you grow your business, you will learn more about who your product is for and who it is not for. As you learn, make notes and adjust your messaging.
  - Test and Measure. What gets measured gets managed. A/B test messaging.
  - Schedule time to review the data and insights that you've received from customer interactions and reviews. Test and adjust as needed.
- **A clearly defined Target Market comes first**
  - If you are talking to everyone, you are talking to no one.
  - Without a clear target audience, you can't uncover pain points and craft messaging that speaks directly to your prospects.
- **Be clear, not clever:**
  - A 12 year old should be able to understand what you do.
  - Keep it simple. Clever messaging may resonate with only a small percentage of your target audience so it is better to play it safe and keep it clear and simple.
- **Leverage your avatar:**
  - When working on messaging, the avatar should always be kept in mind to maintain problem-solution fit. All messaging must resonate with the target audience (and not with you).
  - If you don't intimately know them, you can't effectively create messaging for them.

- **Click and connect**
  - If you confuse them, you lose them.
  - Once you go through the messaging exercise, pitch your business to 10 new people to see how effective your messaging is. Take note if they are confused or if they understand what you do.
    - If you need to continue to explain something, that is a sign that your messaging still needs refinement. Messaging is only successful when the intended message is understood immediately by your ideal customer.
  - Tip: record your pitch so you can go back and listen to the conversation to pinpoint the click and connect points.
- **Make it customer-centric, not self-centric.**
  - Is the message speaking directly to your audience? Or are you talking about yourself? Many clients have messaging written in very company-centric language. Usually this is a blind spot that clients can't see until you help them through it.

## REVIEW MESSAGING RESEARCH

### Objective

- Get clarity on why people buy, what result they are hoping to achieve with the client's product or service, and what language they use.

### Steps:

- Review the messaging research matrix worksheet together

### Common Gaps:

- Don't have customers yet.
  - Walk through a few competitors with them to pull out insights.
- Too vague.
  - They skimmed the surface of messaging research but don't have much to work with. Dig into the messaging research questions to get clear responses

and if you are still getting stuck, go back to researching the target audience and interviewing current or potential ideal customers.

- Don't tap into psychographics of the result they are seeking.
  - Always ask "Why?"
  - Ex - Obvious want: An adult gets braces to fix crooked teeth. Underlying desire: An adult gets braces to fix crooked teeth to feel more confident in their dating, social or professional life.

## CRAFT YOUR ELEVATOR PITCH

### Objective

- Get clarity on your messaging and your USP (Unique selling proposition)

### Steps:

- [Use the elevator pitch worksheet](#)

### Common Gaps:

- My elevator pitch is not working.
  - Dive deep into your audience's concerns and apply your findings to your elevator pitch. Figure out specifically what isn't clicking.
  - Join forums to see what your audience is really looking for.
  - Don't be afraid to test, adjust, and test again. See if it resonates with your audience.

## FILL IN SQUARE 2

### Objective

- Fill out Square 2: My Message to My Target Market

### Steps:

- Select 3 words that represent the value you add (leverage messaging research)
- Fill out Square 2: My Target Market
- Check your message against your avatar

### Common Gaps:

- No messaging research.
- Doesn't connect to the avatar.
- Too wordy.
- Too clever.