
Identifying Your Bulls-Eye Message

A Building Block for Successful Marketing

“You must discover and commit to something that allows your firm to differentiate itself in the minds of your prospects. This claim must be powerful and intentional – even if you have to change some aspect of your business to achieve it.”

- John Jantsch, Duct Tape Marketing

Why is Good Messaging Important?

- ✓ As the foundation of all your marketing, poor messaging wastes your entire marketing investment.
- ✓ Poor messaging confuses your prospects.
- ✓ The initial contact your prospect has with your company is what you say in your messaging. If it does not touch their “hot buttons” the contact will be lost.
- ✓ Many companies in the same industry make the same claims – the only measure prospects have to compare is price. Good messaging helps you avoid being a commodity.

What Makes Good Messaging?

- ✓ Directly addresses pain/concerns/hot buttons/needs of the prospect.
- ✓ Differentiates your company from your competitors in a manner that is valuable to the prospect.
- ✓ Consistent in all your marketing tools and consistent over time.
- ✓ Is easy to understand
- ✓ Avoid tired phrases

Potential Components of differentiation

- ✓ Unique Product or service – how is it valuable to the customer?
- ✓ Extension of a service – e.g. remodeling contractor that cleans up at the end of each day or financial planner who details client's cars on each visit.
- ✓ Market Niche – i.e. specialize.
- ✓ Offer – can you become known by the offer you make?
- ✓ Guarantee
- ✓ Customer service – over deliver.

How to discover your difference

- ✓ Interview your current clients. What do they have in common? Why did they choose you, why do they continue to buy from you, why do they refer, what are they “putting-up with”? Remember your customers determine what is valuable – it doesn't really matter what you think is valuable.
- ✓ List all the Benefits, Innovations, Frustrations and Opportunities (BIFO) that exist or could exist in your market or with your product or service. From these lists eliminate all but those entries that are truly unique, easily communicated and offer great benefit to your customers.
- ✓ From your BIFO exercise, create your Marketing Purpose Statement. This is an internal document that states how you want to be perceived in plain English and not marketing rhetoric. This becomes the filter by which you measure your marketing.
- ✓ Answer the question “What Do You Do for A Living” in customer terms.

How to Deploy Your Messaging:

- ✓ Create a messaging strategy. This will include Top Level Benefits, Key Messages and Proof Points. Also include tone, attitudes, feelings.
- ✓ Use the messaging strategy with your creative professionals to ensure that your communications tools are on strategy.
- ✓ Commit to it, and resist the temptation to wander off in the next new direction. Building a brand takes time and patience.
- ✓ In advertising execution be clear about brand vs call-to-action

Messaging Quality Checklist.

You know you are wasting your marketing budget if you can answer YES to many of these questions:

- | | | |
|--|-----|----|
| ✓ Does your messaging use mainly claims that your prospect would expect from anyone providing that service or product (e.g. quality, reliability, service, etc)? | Yes | No |
| ✓ Can your competitors say the same as you? | Yes | No |
| ✓ If you were to take one of your ads (or website or brochure) and write in a competitor's name would the ad still be accurate? | Yes | No |
| ✓ Does your communications lack "hot buttons" that reflect the key concerns of your prospects? | Yes | No |
| ✓ Is your messaging difficult to quickly understand? | Yes | No |
| ✓ Do you use different messaging in each marketing tool? | Yes | No |

For more information or marketing and sales help contact:

Bill Dolan
Spirit Media
(503) 698-5540
bill@spiritmedia.com
www.spiritmedia.com

Michael Thompson
Market Accelerators, LLC
(360) 448-7474
michael@marketaccelerators.com
www.marketaccelerators.com
blog.marketaccelerators.com

Jeff Schneider
Sandler Sales Institute
(971) 227-3266
jeffs@sandler.com
www.schneider.sandler.com

Visit our website to download your free booklet called "7 Steps to Small Business Marketing Success"