

HOW TO CREATE MARKETING MESSAGES

THAT CONNECT & CONVERT

Clear, consistent marketing messages help the right people understand who you are, what you do and why it matters.

Use this framework to create messages that work.

THE 7 KEY ELEMENTS OF A POWERFUL MARKETING MESSAGE

<p>1</p>  <p>AUDIENCE</p> <p>Be specific about who you help. The more clearly you define your audience, the more your message will resonate.</p>	<p>2</p>  <p>THEIR PROBLEM</p> <p>Show you understand their challenge or frustration. This builds instant connection.</p>	<p>3</p>  <p>YOUR SOLUTION</p> <p>Explain how you solve their problem in a clear and simple way.</p>	<p>4</p>  <p>YOUR DIFFERENCE</p> <p>What makes you different or better? Why should they choose you over someone else?</p>	<p>5</p>  <p>THE BENEFIT</p> <p>Focus on the outcomes and results they'll get, not just the features you offer.</p>	<p>6</p>  <p>PROOF</p> <p>Back it up with evidence such as testimonials, case studies or results.</p>	<p>7</p>  <p>CALL TO ACTION</p> <p>Tell people what to do next. Make it easy and specific.</p>
--	--	---	---	--	--	---

EXAMPLES OF MARKETING MESSAGES

 <p>BUSINESS COACH</p>	<p>I help ambitious business owners</p> <p>AUDIENCE</p>	<p>who feel stuck or overwhelmed</p> <p>PROBLEM</p>	<p>gain clarity, confidence and a clear plan</p> <p>SOLUTION</p>	<p>with proven strategies and real support</p> <p>DIFFERENCE</p>	<p>so they can grow a business and life they love.</p> <p>BENEFIT</p>	<p>Book a free discovery call today.</p> <p>CTA</p>
 <p>ESTATE AGENT</p>	<p>We help homeowners</p> <p>AUDIENCE</p>	<p>who want a smooth and stress-free move</p> <p>PROBLEM</p>	<p>sell their home for the best possible price</p> <p>SOLUTION</p>	<p>with local expertise and personal service</p> <p>DIFFERENCE</p>	<p>so they can move forward with confidence.</p> <p>BENEFIT</p>	<p>Book your free property valuation today.</p> <p>CTA</p>
 <p>WEB DESIGN</p>	<p>We help small businesses</p> <p>AUDIENCE</p>	<p>who need a website that works harder</p> <p>PROBLEM</p>	<p>create modern, user-friendly websites</p> <p>SOLUTION</p>	<p>designed for results, not just looks</p> <p>DIFFERENCE</p>	<p>so they can attract more leads and grow.</p> <p>BENEFIT</p>	<p>Get in touch for a free consultation.</p> <p>CTA</p>



TOP TIPS

- ✓ Keep your message simple and easy to understand.
- ✓ Focus on your audience, not your business.
- ✓ Use consistent messages across your website, social media and marketing.
- ✓ Test, refine and keep improving.



KEY TAKEAWAY

A strong marketing message connects, builds trust and drives action. When your message is clear and consistent, you attract the right people and stand out from the competition.

Be clear. Be consistent. Be unforgettable.

