

# Mastering Your Message

The world is noisy.  
You don't need to be louder - you need to be more clear.

*Her main problem.*  
*Your solution.*  
*The result of working with you.*



*What has she tried to solve this?*  
*What would she never try?*

*What stage is she at in her journey?*

Go back to your ideal client worksheet.

*What are her fears and frustrations?*

These are pain points you'll use in your messaging.

*Go deeper with the 5 why's.*

People will do more to move away from pain than they will to move towards pleasure.

*What are her wants and desires?*

When you are hitting her pleasure points, paint a picture of the RESULT of working with you.

*Dig deeper with the 5 why's.*

Help her to imagine how her life could be different than it is now.

Decide on 3-5 topics you will focus on in your messaging.  
*These are your pillars.*



This allows her to know, like and trust you.  
It positions you as the expert who can help her with her problem.

### *4 Types of Posts*

1. Educational
2. Entertaining
3. Inspiring
4. Sales

*You want a mix of all 4.*

Not all posts need to be riveting and change her world. Some she will like, some she will pop an emoji in the comments, some she'll answer in detail. It's all good.

*Don't take your social media too seriously!*

It's a testing ground for your message. Get curious about how you can clarify your message to draw your client in.

If a post flops, the great thing is that nobody saw it!

## *Tips for Writing Content*

- speak with her and not at her
- use the phrase 'Have you ever?'
- use the words because or so that
- Has this ever happened to you?
- Use words that don't sound like work

## *Ask A Question*

- Ask 1 question, 1 only.
- Tie the question back to the beginning of the post.
- Give her a clear call to action (CTA)
  - ie - drop a ♥ in the comments
  - Say YES in the comments if this has ever happened to you

*Tell stories - our brains respond to story.*

## EVERYTHING is content!!!

Take photos of yourself and whatever your brand represents, continually.

Keep your content and content ideas all in one place so that (see what I did there) when you sit down to create, you have a starting point.



## *A Word About Video*

Have a plan!

Consider going live the same day and time every week.

- Introduce yourself and your company/page name
- What's your mission statement or who do you serve?
- Ask for comments and interaction - low buy-in questions
- Give an agenda in a way that's meaningful to them
- CONTENT - WIIFM
- CLOSE - CTA - like -comment - share - message me
- Remind them who you are and why it matters to them

## *Let's create something!*

Choose a pain point to talk about.

1. Find something funny about that online (a joke or a meme that you can recreate) or tell a funny story if you have one.
2. Find something inspirational about it.
3. Create the outline of a 5 minute video about how you can help.
4. Create a post where you ask her to react (like this post if this has ever happened to you).
5. Create a post that requires a one word answer - yes or no in the comments.
6. Ask a question or take a poll (do you prefer A or B).
7. One sales post - link in comments.

## *That's a week of posts!*

Now repeat for your remaining 4 pillars, and you have a month's worth of content!