

Module 2

Lesson 1: Message

Hey, hey welcome! And welcome to today's session which is called 'message' or in other words, how you can use your message to make sure that you attract the ideal client because you don't want a lot of clients that aren't ideal. Have you ever noticed, have you ever worked with somebody you know that maybe isn't ideal. I mean, those guys take up so much of your time, they're not happy about anything and sometimes a real pain - you know that client, right? I can see you going like this already. I know I've had those clients as well. So in message I want to make sure that you get really, really clear about how you can get the ideal client and this session is actually a part of what I've called the Triple M of Marketing. Now with the message what I want to do is I want to get it clear on the message that you're delivering to your target audience or your target avatar. Right and then avatar, we've had our session on avatar - we're talking about how to make sure you're designing the ideal client? Because guess what, they're definitely out there! We've got 7 billion people on the planet, I'm figuring that your ideal client is definitely out there and by the way, there's millions and millions of people just on Facebook or Instagram or just in the general public alone depending on what your client, whether you're going to be a B2B or a B2C or a business to business or business to consumer. Now there's 3 keys that I want you to really know and understand.

Number 1 is start with the question that relates. We're going to be talking about that because the question can definitely start to connect with the client or a prospect at a deeper level.

Number 2 is what problem is it going to fix? I mean with your message, what problem are you going to fix regardless of what type of business you're in, you're either in what? The problem solving game whether it's going to be a product that solves the problem for a somebody or a challenge or something you need that may have or if it's a service, it's exactly the same maybe people need help with something, they've got problem with something so guess what we're actually in the solutions business or in the problem-fixing business as business entrepreneurs.

Number 3 is what to do next? So you've got your client's attention and you fixed the problem or identified with your message that yes you can help that problem and then hey, what's next, right? Now, let's start in:

1. If we were in our client's shoes. I want you to just imagine for a second that you're the client looking at the business owner and where would you start. And I want you to think about it like this, when you ask a question to somebody let's say you've been in this situation yourself, you've gone and bought something from a business owner before you've even done that purchase you've probably asked them some questions to make sure that they've got the right product or right service for you because you don't want to go and you know, you've gone to the supermarket to buy biscuits and they're trying to sell you furniture equipment. They probably understand what you need but if they haven't got the right solution for you it kind of feels weird and some business owners, that's what's happening where they go, 'hey in my messaging we've put all of these stuff that really doesn't connect.' Now I'm going to give you a few different examples that you could start with when it comes to questions and the first one is do you's - do you have X amount of problem that you seem maybe you're not getting any solutions for. Now depending on what it is, I'm going to give you some specific examples. You could start with the question 'do you..' another win as an example is 'have you ever..' Have you ever been to a..? As an example, have you ever been to a paint shop and they're not just understanding what you're after because they just don't have maybe an array of the right explanation tools to try to tell them that colour you want. Start it off with 'have you ever..' You can have these across many different formats and that's why I'm kind of giving you questions to open up with and then you just fill in the blanks. Now next one is, 'just imagine for a second..' so I could say, 'just imagine for a second having a beautiful time on holiday at your favourite resort, you're drinking pinacolada and it's just a beautiful day, at XYZ tours what you're able to do is absolutely help you with that by giving you the accommodation that you're after making it really, really reasonable and we do all the heavy lifting. You see, I used that 'just imagine' as an intro. Now another one is, you could use something like 'are you..' like 'are you sick and tired trying to find the plumber that actually show up when they say they're going to show up and actually does the work they say they're going to do somewhere within a 2-week period after

you've spoke to them and we've heard all of these horror stories of people or tradespeople as an example and they don't show up. By the way, it's a generalisation none exact size. It's a generalisation, there's a lot of great tradespeople as well, you're maybe one of them watching us. Now another one could be 'research shows..'
 Research shows that 4 out of 5 coffee drinkers absolutely love drinking freshly roasted in the morning versus having something like a pre-roast or a Nescafe or a granule type coffee. So if you're a coffee barista or a coffee company, that's looking at starting to connect with your message you wanted to use that research because then you go 'At XYZ coffee we absolutely specialise in freshly ground roast coffee done daily ready for you.' Do you see I'm setting it up in a flow, right? Now let me give you some other examples and one could be 'do you suffer from insomnia and doesn't matter what you do..' and then you continue. It doesn't matter what you've tried and find it really hard to get a goodnight sleep.' You see I've used 'do you' inside there, right? There's another one, 'have you ever heard of the notice that saving money just seems to be always really tough..' See I've used the 'have you ever' inside there. Another one, if you just imagine for a second that you are sitting on your brand new lounge relaxing, reading the morning paper..' and then it goes from there. So another one, I know 'are you about to face court on a DUI charges' as an example 'and need help fast?' These are all different examples that I'm giving you. Another one could be 'research shows that over 45% of young adults over the age of 15 drink alcohol 3 times per week' as an example. So for you if you could run the business of shuttle service that picks up young men or young women from pubs. You could use that, got it? So you could play around with that.

2. It's really important to offer the offer of help or solutions so write that down. What solution or what help are you going to have in your offer? Let me give you some examples - well that product XYZ helps take the sting out of the nasty sunburn. So you see if you're in the business of promoting sunscreen, you can absolutely use this. Another could be as an example 'you're in the right place as we actually specialise in Jeep military aftermarket parts' Do you see yourself you've got a Jeep, it's an old Jeep one of those ex-military ones and you're the person that actually offers that you could start off with 'Are you trying to find Jeep parts but you just couldn't find them? Are you a collector and you're finding it super hard to try to get those parts, well guess what you're actually in the right place. This is actually what we specialise in Jeep military aftermarket parts. I could use that as a flow. The next thing is as an example together we've got the ability to get you into the exact house that you're looking for. So if you're a real estate agent, as an example, or a buyer's agent you can absolutely use that example to be able to make sure you're targeting a solution for that.
3. Now step 3, write this down, is the Call to Action or the lead magnet. Now you want to use something crazy over 83% of business owners actually never put a lead magnet together or they never actually put a call to action for what they're putting as their message. And that's crazy right? I mean, that's the same as doing all the hard work and then you don't ask people for business or they're not quite sure what to do next, so you want to make sure that you have that and you could put that in with something like, here's an example: 'simply fill in the details above and take advantage of 25% off or call us on, you know (I'm going to use an American number here) 555-3555 to speak to John regarding getting this delivered by' right you see it's a call to action and lead magnet. Or you can have something like, 'make sure you email us at help@thebestyouever.com.au for a free consultation.' So there's different opportunities there you can have something as an example like 'click here and join me in this never before seen training on XYZ date and time.' So you can have different things as long as you tell people what to do next. Make sure that you have what to do next.

So to give you a recap of the message you want to start off with the question that starts to provide what's the question that people are looking for what challenges have they had, the problems that they're facing, that's the basis of the question. Step 2 is to make sure you give them an answer how your product or service absolutely answers that question 'well here's what we specialise in Jeep aftermarket parts and here's how you can get it' and step 3, tell them what they need to do next - that's the call to action. What do I do next?

Now when it comes to message, guess what the first message usually is probably not the message that you want. You got to play around with this, you got to test this. It's a sign, it's not something that exact in this to be tested and tested and tested until you get something that works perfectly for you so make sure you have fun with that. I've given you the different components or the blueprint that you need. Now it's time for you to have some fun. Sound

good?

Now here are the 3 lesson takeaways:

1. Make sure that you're clear and concise and to the point with the message. Don't waffle on. Get the 2 questions happening, put the body in there, put the call to action in there and make sure that you put yourself in your client's shoes. What would you want to know if you are the client? What questions would you like asked from the business owner to make sure that you connect with them? Because the better the connection, the better the question, the better the connection.
2. How does your product or solution really help your client? Don't make it really technical like you're selling it to you. You're selling it to your client so how does it help them? In other words, write this down - WHAT'S IN IT FOR THEM? Not for you but for them. How is it portrayed in your messaging? Does it need some images there? Does it need maybe a little video? Does it need making sure that the questions right in your message? Tie all these together.
3. Connect deeper by understanding your client's needs and you can do that in the avatar section of this program itself. So you connect at a deeper level with your client avatar by knowing them, you got to do research on them. Now also look to also increase your client's needs for your services and your products. Why? Because if you answer the exact challenge or the exact solution that they have. Guess what that nearly increases and here's the best example: If you have an injury or your break your arm having an ambulance come to the scene or doctor or paramedic is the right solution for that problem. You're not thinking of anybody else other than somebody that can help you like that. So it's exactly the same. If you've got a particular product that can help a client you would want to increase that need for those clients. Sound cool?

We've got some really cool stuff so make sure you fill in the google form and also download the script template. We've created one of those things so you can just fill in the blanks there and have some fun with it. Don't just do one, do multiple of them and check them and test them.

In our next lesson, we're going to be talking about Market. It's the 2nd part of the triple M and it says 'who is your clients?' So now you've got the message, you want to do some research - who's your client so then you can make sure that we get that message aligned perfectly with the market. And remember, we're here to help you out if you need us. Support comes in 2 forms: 1. ask@nickpsaila.com 2. Reach out on our Facebook group. Sound cool, till next time.