

# MESSAGE to

# MARKET MATCH

## TEXTBOOK



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## Introduction

In this Textbook, you will learn how to perfect your message in all of the content you create, share and have a plan in place to optimize your presence across of your content platforms.

It's not enough anymore to just throw something up and hope people will be drawn to it. You know you have something important to say, to share. How do you get people to comment, 'like' and share your material? In this particular Profit Planner Package, you will find out how you can get your message to your market.

What you want is to breakthrough your current ceiling to plan your messaging and visibility across all of the platforms. In order to do this, it is vital that you identify your most engaged communities.

## Survey Your Community

If you currently have an audience (and you KNOW they are your target), you can survey them easily. You can poll groups on Facebook. You should not ask open-ended questions (For example, 'What does your business need the most?')

Narrow down by asking a targeted question and provide specific choices to select from.

Here are some examples of how to get better engagement and get the responses you need:

- Replace 'free tip sheet' with 'a free tip sheet about 'How to Avoid Overwhelm'
- Replace a 'free guide for moms' with 'a free guide for blogger moms with busy toddlers'
- Replace 'a free review template' with 'a free template for writing Amazon product reviews'

Another strategy to increase responses is through humor. Keep in mind, with written content, the reader cannot see your face or hear your voice and the potential of offending someone is possible. Just be sure your audience understands you and your approach.

If you use Google Drive, you can easily create your poll/survey there and embed it to your website. You can also email your list to get their responses.

You have to deliver what you promise immediately. Always pay attention to the language your community and groups use and mirror that style.

Remember that your question, topic, or headline have a big influence on whether or not someone chooses to click through to take a survey.

Here are some considerations when preparing your survey or poll:

- Frustration
- Fear
- Convenience
- Fun
- Scarcity
- Exclusivity

Keep those points on your mind as you create your content.

## **Your Message Mission Statement**

An area of business that gets overlooked the longer you are in business is your message in your mission statement. The ideal mission statement reveals your brand's core message.

In order to keep your messaging current across the different elements within your business, you need to revisit your mission statement from time to time to make sure your content produced aligns with the mission statement on your website.

## Is Your Branding Consistent?

Do a quick assessment regarding your branding across the platforms you use. Are your colors, your fonts, your colors, logo and message identifiable as 'you' on your website, social media platforms and in your content?

What does your home page say to your visitor? Are the elements in harmony and stand consistent across the board?

Look at your mission statement language and tone/feel. Are all of the elements within your site and platforms portraying what you want? Make adjustments and keep all of your social media accounts, website, newsletters, blog posts and any other content consistent.

## Decide Where to Focus Your Efforts

With new social platforms and changes within those platforms, you can quickly get overwhelmed. You are not expected, nor encouraged, to be present on all of them. That is impossible! Instead, determine where your ideal audience is – pick no more than 3, then develop your branded profile on each.

Regardless of the social platforms you select, follow these guidelines:

- Determine when your ideal audience is the most active
- Determine on the amount of time per day you will dedicate to this
- Schedule that time on your calendar

Remember that social media is 'social'. There are many scheduling tools to share, but you still need engage and interact with people that do comment and like your posts.

Focus your attention your chosen networks and remember to interact.

## Create a Content Marketing Plan

To have your brand recognizable and your messaging very clear to your audience, consistency is at the top of your list of what you do and share. For instance, if you change your logo and color scheme on your website, follow through and update across your social media profiles.

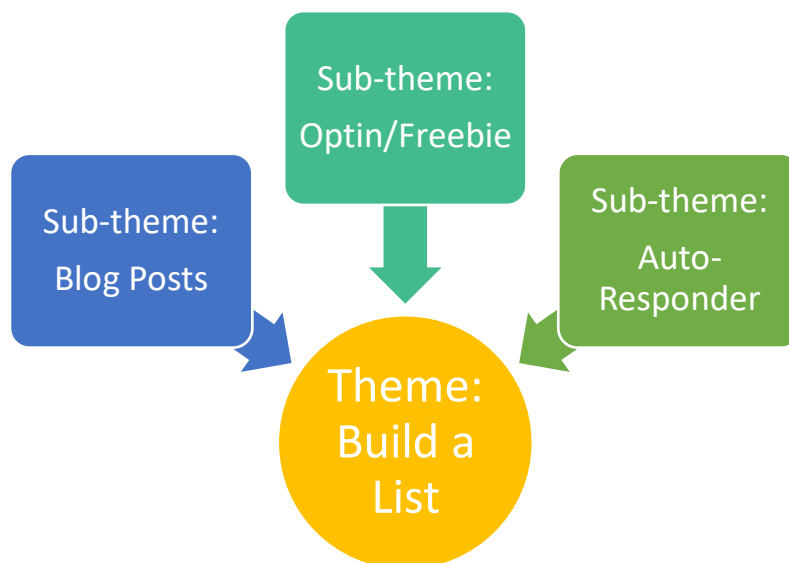
Remember, you share content in a variety of ways, so include:

- Pictures
- Articles
- Videos
- Inspirational image quotes
- Reviews
- Web pages
- Offers
- Infographics
- Slides and PDFs

Determine which topics to talk about. Review to make sure that your brand and core message is in alignment across the board. In fact, if you use a theme, your market messaging becomes easier to maintain.

Your overall theme should align with your mission statement. Then, create sub-themes to branch out beyond that. If you produce and publish new material, for example a weekly blog post, using a theme can save you time from having to brainstorm each month for ideas and topics to research and write about. A theme keeps you on target without wasting time coming up with the ideas from scratch.





When you select your theme of the month, create your sub-themes. From that point, your posts, image quotes, and social media content will have a good flow and represent your messaging well. Scheduling is made easier; your content and messaging gives your audience consistency and you will ultimately experience less stress.

Content planning can be done at the point of your sub-theme creation. Create a spreadsheet and create blog categories, hashtag and keyword research. Direct these to your products and messaging.

Researching and identifying keywords, blog categories and hashtags is an important step and should not be rushed. You will want to test them. The ones that get the best response are what you should move forward and use.

TIP: Research your competitors. Check out their home page, landing pages and product pages. Look at their about page. What makes them stand out in the sea of similar competitors.

Knowing that they have already done the research and you can see how their audience reacts to the content shared.

Go a step farther and read complaints and comments in Facebook Groups, blog posts and other social media platforms. This insight can help you better understand what your market needs.

Using power words that speak to your ideal visitor. It's important that you speak through your content the language your niche understand and connect with you better.

Your sales page language needs to easily catch your target audience's attention. The features will attract people; the benefits will ultimately be what they buy.

When it comes to sales, it's all about the 'perceived value'. This applies to your products, packages and other offers. The value in the content you use will ideally attract the 'right' visitor to purchase your unique program and/or products.

Take the time over the various areas in your messaging to create an experience a visitor can connect with. Track and tweak as you receive feedback and results. Be clear and consistent to build a relationship of trust.

In summary, here are the areas in your business to review your message:

- Core Message
- Branding (includes images, fonts, language, colors and communication)
- Polls and Surveys
- Titles, headlines, and program names
- Blog categories
- Questions (the one you ask on your landing page that 'hooks' them)
- Keywords and Hashtags
- Themes and sub-themes
- Features and benefits
- Power words
- Unique selling point

Create checklists of these points and hit each one when creating anything for your audience. Do this and you will find that you attract the right audience. It is your messaging that will have them identify to you.

## Create and Use an Editorial Calendar

In order to pull off your consistent messaging, you must be organized. Being able to analyze and track your content channels, the key is to create an effective Editorial Calendar. Plot out your product launches, affiliate promotions, events and other content. Build out your campaigns for each of the platforms and get the content scheduled.

Depending on your business and the elements within that business, you may consider multiple editorial calendars. Find your best tools and system to add, edit, save drafts, schedule content and know where all of the moving parts of your content lives.

Choose the calendar that works best for you and your business. The key is to keep it organized and up to date for efficiency.

## Know When to Get Help

It can be overwhelming trying to do everything in your business by yourself. Managing your content for your business can exhaust you. If you spend a lot of time managing your social media accounts, that could be the first place you can begin looking for help.

Learning curves on your part only extends the time it will take to share it. When you hire an assistant, make certain that they are familiar with those social media accounts you will use.

### When should you consider getting help?

While you are in the process of developing your business mission and message, determine which areas of your business that can be handed off for someone else to execute. This is an important step for you to consider in order to help your business grow.

Determine which areas in your business that directly results in generating income when YOU perform them. For example, your one-on-one coaching. Identify the tasks that an experienced person can handle. For example, a virtual assistant could take over uploading articles on your blog, tracking Social Media activity, posting on social media, researching the power words in your niche, set up your shopping cart are only a few things you get assign to someone else.

Another way to gauge what you should outsource is:

- You cannot get what needs to be done by the end of your workday
- Tasks are consistently put off until 'tomorrow'
- You are spending way too much time on specific tasks and areas that drain your energy

Begin with listing all of the tasks and processes you need to take care of your business. If you do not create an overview and set goals without making a plan, you will end up overwhelmed, discouraged and exhausted! Plot these on a calendar with deadlines. If you are missing the big picture and things are not getting done, you need to find help.

Select people that specialize in the areas you need handled. If you use a particular program in your business, make sure your candidate has used it before. No need to have a learning curve further delay your progress.

Make your list and include the details of the following:

- Your goal
- All activities and tasks that need to be done each week
- All activities and tasks that need to be done each month
- Specific deadlines for each milestone or task
- Specific milestones you need to reach.

Use a simple format with two columns: one side lists what drains your energy and cause procrastination; the other is what energizes you so much that you lose track of time ~ it doesn't feel like work.

Everything in the left column should be delegated or outsourced. If your budget cannot support all of the help you need, simply begin with one of the tasks ~ the most important one.

Fiverr is an excellent source to find help. You can find professionals with their experience and specialties at a reasonable price.

When you pull together the strategies we have share in this textbook, you will find it easier to perfect your message. Do these and soon the people you want to attract will find you.

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