

# MESSAGE **to**

## MARKET MATCH

IDEA GENERATOR



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# Introduction

Use this Idea Generator to create your message in a consistent manner to reach your market. As you hone your message, it is important that you actually engage within your groups or communities.

## Create a Time-Tracking Spreadsheet

Track what and where you spend time on your social media platforms for two weeks. Document what you do and for how long. Many times, you will be able to see how productive – or not so productive - you actually are when you begin tracking it.

Focus on your message consistently on every platform you utilize. Concentrate on how much time you really spend on social media. Your plan should be speaking to and reaching your ideal audience.

## Plan and Schedule Your Content Creation Time

If you do not schedule time on your calendar to create your content, it may very well never get done. The bottom line is that if you fail to work on the content and message alignment for your business, you will not get anywhere.

If you plan a block of time to write, do it. One step at a time adds up fast. If you have a hard time writing, you may consider outsourcing it. The goal here is to have consistent content supporting your message. Refine your message to attract your target market.

## Instagram

While Instagram relies mostly on images, this platform is preferable to the age range of 19 – 29 (sixty percent of this age group \*loves\* Instagram).

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Infographics work well here. Be sure to link back to your website and use hashtags with relevance to your mission statement.

## Transitional Phrases

Content flows more natural when using transitional phrases to bridge each paragraph to the next

Examples:

- Before you decide
- If you're still not sure
- On top of that
- That's when I realized
- Let me break this down
- The best part is
- Here's how
- And what's more

## Remove Weak Beginnings

Speak with confidence! If you begin your paragraph with meaningless phrases, you hurt your credibility. You want your message to be solid and without unnecessary words and phrases.

What reads better?

- Essentially, I think people who skydive know no fear.
- People who skydive know no fear.

Which reads better? Remember your messaging should be confident and present you as an authority figure.

## Stay with Your Message

Providing examples can make an email or blog post more interesting. Stay with your message across the board with your content and communication to your audience. Make a point of re-reading what you have written before publishing it.

## Get to the Point

Write down your main point to stay on track in your content. It can be easy to veer of topic, so by displaying what your main point is with the content creation process, you are able to maintain your message.

## “You” Messaging

Use ‘you’ in your content for calls to action, email subject lines and headlines. For example, ‘See how the changes affect you’ feels more personal.

When you speak to one ideal person, you give the impression that you are holding a conversation to a friend.

## Interrogative Words

Journalists and investigators base their investigations and research on why, who, what, where, and when.

‘Why’ messages are more compelling than ‘how’ messages, unless you need step by step instruction to build something. Motivation creates a real connection, which proves that the writer is the same as the reader.

Give the ‘why’ in something, which shows importance.

‘Who’ – typically is ‘you’. If you present a case study, make sure you select someone they can identify with and relate to. Remember, when you keep in alignment in your mission statement and message.

‘What’ is effective when you describe features. For example, ‘What will I get if I buy YourBigOffer? Remember to give the ‘when’ information if you are talking about events or courses (have you ever read something and you get excited to participate, yet the important detail of ‘where’ has not been provided).

## **Use Appropriate Images**

Select relevant images that will trigger and invoke emotion from your reader. You can create a faster connection by using images without causing your visitor to read solid text.

The ideal image will be something the viewer can relate to or trigger an emotional connection.

## **Drop Clichés and Jargon**

When you tighten your copy, avoid using terms you would not particularly use when talking to someone. Jargon terms are also a no-no. Speak from a place of authority and experience. Freely use your authentic writing voice.

## **Upgrade Tools to Premium**

When it comes to proofing your latest post or article, don't rely on spellcheck; instead, upgrade to Grammarly or another tool that can identify poor writing problems you may not catch. After using the premium tools, you will begin to learn how to write better.

## **Your First Paragraph Should be Written Last**

Try this process: instead of stressing over coming up with the perfect hook, wait until after you have finished the chapter, article or post. You may find that your perfect hook showed up in the second paragraph you wrote initially. Talk about a stress-reducer!

## **Creative Processing**

Greatness can come slowly. Schedule time on your calendar to do your brainstorming and act upon it. Engage your left brain and allow yourself to be creative when you need to.

Going for walks, gardening and other enjoyable physical activities can help you spark new ideas. Keep a notebook or a recording device near to let you capture these new ideas 😊

## **Do You Know the Purpose?**

To create a clear, focused message, determine the desired outcome you want the article, email, post, etc. You should have goals for your writing – in every piece you write. It actually makes the step of writing based on your goal much easier to flow.

## **Use Language Your Client Identifies With**

Consider the overall style of speaking. Mirror your client's language in a subtle, powerful way. Does your audience speak in short, clipped sentences or get straight to the point? Or, how about using metaphors and imagery? What power words relate to your audience?

Pay attention to how others are communicating in their niche. You can learn to substitute some of the words you use and replace them during editing your copy. Relating to your ideal client on their speaking style shows you 'get' them.

## **Assumptions Not Welcomed!**

What could you be assuming about your client that has not been researched, tested or proven? If something comes to mind, double check the circumstances before you take action. Remember, you can always ask if you don't know.

## Identify Your Reader to Herself

Sometimes we over-complicate things. For instance, do you stress out trying to create a clever email subject line? If you identify to the reader the offer of what she needs, you should have no problems.

For example:

- Open if you are a busy work-at-home mom with kids not in school yet
- Bet you could use five minutes of mediation music
- Here's your daily affirmation on boosting self-esteem
- Because you're frazzled and overworked – here's a thirty second escape

See how inviting those subject lines are? Try it!

## Don't Compare Competitors with Yourself

Be authentic. Speak your truth. For example, researching keywords to reach your ideal audience is one thing. Copying what your competitors write and do is just wrong. Do not compare yourself and your message to what others are doing. Be yourself. Copycats are not respected and soon revealed at a price – your reputation.

## Recycle and Repurpose Your BEST Content

You know your best content based on engagement and comments. You can turn that webinar you smashed out of the ballpark into slides or an ebook. Take the top ten articles and combine them into a digital book. Your book can be broken down into articles or podcasts.

This saves you time and allows your quality content to reach another audience. It reinforces your message to those who seek it.

Perfecting your message is all about how well you get to know your ideal followers and how well you listen before speaking .

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