

MESSAGE to MARKET MATCH WORKBOOK



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This is a printer friendly document with fillable fields. As you go through the assignments, solidify your message to market with your online platforms.

Step 1

Think about your core message. What do you need to know from your ideal client?

Actions

Create a list of questions you want to ask your community – ones that will make a difference to your ideal client. Prioritize these questions and keep them to use in polls and surveys you create.

1.

2.

3.

4.

5.

For each question, determine 3 – 5 choices you will use as poll options.

1.

2.

3.

4.

5.

Step 2

Determine how you will create your polls and surveys:

- Share them via email using Google Forms
- Use Facebook Polls
- Create a Survey Monkey survey and share the link
- Use paid apps

Actions

Research Google Forms, Survey Monkey and other poll and survey apps to find the best option for you and your audience.

Write out the ways you can help your ideal the most:

Step 3

Review the questions you intend to use for your poll and survey to make sure they are specific enough for your target client.

They should also tap into one of these popular motivations:

- Convenience
- Fear
- Scarcity (time limits, number of seats, etc.)
- Fun
- Frustration
- Greed

For each survey question, you need to hit the motivating reader's emotion or reaction: "What's in it for me if I respond to this?"

1. Motivation-what's in it for me if I answer this?

2. Motivation-what's in it for me if I answer this?

3. Motivation-what's in it for me if I answer this?

4. Motivation-what's in it for me if I answer this?

5. Motivation-what's in it for me if I answer this?

Step 4

Identify and refine your core message.

Identify close competitors and top influencers in your niche.

Actions

Study your main competitors' and top niche influencers' websites and other online platforms they use. Determine how well and why their messages match their core message. Include the URL in these notes for you to easily refer back to.

Step 5

Read your mission statement and core message to confirm it's supported and in alignment with your colors, fonts, images, language style and primary call to action.

Action

Are you happy with your brand elements? If so, why? If not, what needs to change?

Step 6

Determine where you will focus on your message and do most of your interaction.

Action

Decide which social media platforms you want to interact on. Note why and how you will do this:

Platform 1 Name:

Why?

How?

Platform 2 Name:

Why?

How?

Platform 3 Name:

Why?

How?

Platform 4 Name:

Why?

How?

Platform 5 Name:

Why?

How?

Step 7

For next month's upcoming content, plan your theme and sub-theme.

Nail the best keywords for the themes and sub-themes; make certain they are relevant to your core message and brand.

Action

Decide on your best theme:

Your best sub-themes:

Analyze your Top 3 core message keywords:

1.

2.

3.

Analyze your Top 3 theme/sub-theme keywords:

1.

2.

3.

Step 8

Redefine your blog categories using your keywords where appropriate. Look into using an editorial calendar.

Action

Brainstorm categories:

Research and select from a variety of editorial calendars:

Step 9

Research time-tracking systems or create a simple time-tracking sheet. Begin analyzing all of the tasks you do in a week (do this for at least 2 weeks).

Action

Begin tracking your time! Document it in a spreadsheet. Review after at least 2 weeks of tracking.

List all of the tasks and activities that need to be done in a typical work-week:

--

What are the top tasks you do that consumes most of your time?

1.

2.

3.

Step 10

Make a list of all recurring monthly tasks, such as bookkeeping.

--

Action

List the milestones you need in order to move you toward you goal:

Step 11

Review your processes and tasks to determine if anything that affects your time (takes you a long time to do) or energy (drains it or energizes it).

What drains my energy and makes me procrastinate?

What energizes me and makes my time fly?

Review your responses in this workbook and create a list of tasks you should outsource.

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