



MESSAGE to

MARKET MATCH

CHECKLIST

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- ☒ I am not assuming that I know my ideal audience
- I ask my followers, clients, group members, and subscribers what they want and need
- I have created a Facebook poll for members of:
 - My Facebook Group
 - Groups I belong to
- In my poll I ask specific, targeted questions that are not open-ended
 - I provide specific, targeted answer choices
- I am sending polls in emails to members of my membership sites
- I am putting as much thought into targeting and writing my questions as I do into headlines, titles, or subject lines
- I am paying attention to the language my ideal reader uses and mirroring it as closely as is natural and comfortable for me
- I am paying equal attention to what prompts my audience to read my polls, questions, and emails as well as what prompts them to actually click through
- I understand that the decision to complete my survey always boils down to one or more of these emotional responses:
 - Convenience
 - Fun
 - Fear

- Frustration
- Exclusivity
- Scarcity (time limitations, a limited number of seats, etc.)
- Greed
- I am remembering that my ideal client will be asking, “What’s in this for me if I answer?”, when reading my post questions, polls and email questions
- I am not just reading the responses; I am making a list of points raised and keywords repeated in the responses
- I have crafted a clear mission statement
- I am carefully inspecting every opportunity, new tool, conference, or interview request through the lens of my mission statement, and ruthlessly discarded any that don’t match
- I have identified what my homepage says about me and whether or not it matches my message
- I have ensured that all elements on my homepage are in such harmony and balance, they present a strong, 3D picture of who I am
- I have checked all elements against my core message to ensure they mirror it and accurately represent my brand:
 - Site colors
 - Fonts
 - Images

- Language style
- Primary call to action
- I am using my harmonized, branded elements across all my platforms
- I have honed in on the few platforms that I love most or find the most natural
- I am using hashtag sites such as Hashtagify.me and RiteTag to find potent, existing hashtags to use in social networks
- I am following these best practices on social networks:
 - Finding out when my ideal audience is most active
 - Deciding on the amount of time per day I would like to dedicate
 - Scheduling that time-slot into my daily planner
- I am using platform insights and analytics to find out when my ideal audience is most present and interactive on that network
- I am sharing 'announcement'-style posts using an intuitive social management tool such as CoSchedule
- I am aware that consistency in my messaging is vital to creating a strong presence and brand
- I am using themes and sub-themes to further create consistency and cohesion in my messaging
- I am creating a healthy balance of posts, image quotes, tips, affirmations, or questions based on each theme or sub-theme

- I have paid equal attention to researching and identifying my best:
 - Blog categories
 - Keywords
 - Hashtags
- I am taking the time I need in the identification and research stage, rather than rushing to create content
- I am researching my main competitors to identify each one's:
 - USP
 - Core Message
 - Audience
- I have analyzed my main competitors':
 - Offers
 - Features
 - Benefits
- I have paid attention to my main competitors':
 - Praise
 - Complaints
 - Power words

- I understand that power words can be unique to each main competitor
- I am taking into account my own audience's perceived value on my own power words
- I am tracking response to my messaging and power words and tweaking both even more
- I am ensuring that my messaging is perfected in all the following areas:
 - Core message
 - Branding (which includes images, fonts, colors, language, and communication style)
 - Polls
 - Surveys
 - Question (the one you ask on your landing page that totally hooks them)
 - Keywords
 - Hashtags
 - Titles, headlines, and program names
 - Themes and sub-themes
 - Blog categories
 - Features
 - Benefits
 - USP
 - Power words

- I am using an editorial calendar
- I have considered which areas of my business I can outsource to outside help
- I have made:
 - Content goals
 - A content plan
 - A schedule
- I have a clear overview of where I'm going and what I need my messaging to do
- I am choosing contractors that are specialists
- I am using milestones to keep myself moving forward
- I have analyzed and identified:
 - My goal
 - All tasks and activities that need doing in a week
 - All tasks and activities that need doing in a month
 - Specific milestones I need to reach
 - Specific deadlines for each milestone or task
- I have looked over my list and pinpointed which activities:
 - Drain my energy or leave me procrastinating

- Energize me so much, I lose track of time
- I am building outsourcing into my business plan
- I am ready to perfect my messaging and spread it across all my platforms!