

Messaging Strategy

Messaging is the written content used to communicate and interact with a customer. Be it a blog or tweets sent out on the company account, what you say and how you say it matter.

What should messaging accomplish?

Effective messaging should convince a potential client or customer that a product or service will:

- Solve a problem
- Offer value
- Enhance their lives
- Meet a need
- Have an impact
- Create a positive experience

Introduction

A well designed messaging strategy will make your case with every word. It should inform as well inspire a potential client or customer to interact with your business.

Discovery Questions

1. What is the history of your business?
2. What type of business is it?
3. What is the purpose of the business?
4. How long has the business operated?
5. How does it compare to competitors?
6. What distinguishes the business?
7. Unlike my competitors, I ...
8. As concisely as possible, describe the business.

Tips and Suggestions

- Be specific. A business can't do everything.
- Avoid sounding like all the other businesses in the field.
- Use a confident tone to inspire trust.
- A reader should believe your business will meet a need.

Services and Provider

Services are perceived as an extension of the provider. Whether from a tattoo artist, musical performer, or personal coach, when receiving the services of another individual, who that person is matters.

Discovery Questions

1. What are the key outcomes of the service?
2. What does the client receive or experience?
3. What process does the service follow?
4. How does the provider compare to competitors?
5. What qualities should a provider demonstrate?
6. Why is the service superior?
7. Is there an option for packages or subscriptions?
8. What value does the service add?

Messaging

Trust in an individual is critical in finding and retaining clients. Therefore, you should position yourself as the most skilled and valuable among your peers. Show that you are someone who can be trusted to do a great job.

Example Descriptions

These words are examples of what former customers or clients would use to describe your best qualities and strongest skills:

- | | | | |
|-----------|-----------------|--------------|------------------|
| ▪ Expert | ▪ Knowledgeable | ▪ Mentor | ▪ Creative |
| ▪ Leader | ▪ Advocate | ▪ Trainer | ▪ Advisor |
| ▪ Skilled | ▪ Coach | ▪ Instructor | ▪ Problem Solver |
| ▪ _____ | ▪ _____ | ▪ _____ | ▪ _____ |

Tips and Suggestions

- Lead with your strengths.
- Avoid cliché descriptions.
- Demonstrate why a client would trust your services.
- Position yourself as the ideal solution to a customer's problem.

Products

For products, similar ideas apply. Show the reader that the product is exactly what they need. This description should share the advantage your product has over comparable ones. It should also reflect what a customer wants from the product.

Discovery Questions

1. Unlike similar products, this one ...
2. How will the product make someone feel?
3. What qualities does a person expect from this type of product?
4. How will this product enhance someone's life?
5. What problem will your product solve?
6. What is the first thing someone would notice about your product?

Messaging

Be specific and precise when you share how your product is superior to those of competitors. Here are some adjectives you could assign to your products:

- | | | | |
|-------------|-----------------|-----------------|-------------|
| ▪ Fast | ▪ Reliable | ▪ Beautiful | ▪ Luxurious |
| ▪ Durable | ▪ Elegant | ▪ Refined | ▪ Pleasant |
| ▪ Efficient | ▪ User friendly | ▪ One of a kind | ▪ Striking |
| ▪ _____ | ▪ _____ | ▪ _____ | ▪ _____ |

Tips and Suggestions

- Be genuine and trustworthy.
- Be confident; but don't exaggerate.
- Be aware of restrictions on certain claims. For example, misleading advertisement or not adhering to FDA regulations.
- Follow copyright and trademarks regulations.

About you

Whether you're the founder, an employee, or a key figure of a business, you may be featured on the business' website. Who you are will play a key role in how your business appears to potential customers or clients, so make a good impression. The biography should capture:

Who you are

What you do

Why you do it

Discovery Questions

- | | |
|--|---|
| 1. How would a close friend describe you? | 7. What do you excel at? |
| 2. What would a current client or customer say about you? | 8. What do you find most satisfying about what you do? |
| 3. What are your most admirable qualities? | 9. What are your motivations? |
| 4. What philosophy guides you? | 10. What issues do you care about? |
| 5. Who is a role model for you? | 11. Who would most benefit from your work? |
| 6. What experiences have helped you grow as an individual? | 12. Is there additional information that you would like to share? |

Putting it together

Your biography is how you would introduce yourself to a potential customer or client. In this case, longer is not necessarily better. Imagine having to share this description during an elevator ride. Does it nicely and succinctly summarize who you are? This biography may include the following:

- | | | |
|--------------------------|------------------------|---------------|
| ▪ Education and training | ▪ Qualities and traits | ▪ Mission |
| ▪ Relevant achievements | ▪ Hobbies | ▪ Motivations |
| ▪ Work experience | ▪ Causes | ▪ Inspiration |

Tips and Suggestions

- Avoid writing a website that is mostly about a person and not the business.
- The website should showcase your business, products, or services.
- Consider attaching a link to a full résumé if that is relevant.
- Strike a balance between being perceived as a professional and as a person.

Additional Content

Depending on the specifics of the business, your site may need additional content.

Pricing Information

Price is very important for a potential customer or client. Be upfront about costs and include a section for this information. In it, you should:

- Define packages
- List prices in an understandable format
- Describe products and services
- Explain fee structures*
- Show payment options
- Highlight discounts

*Specifics of prices, fees, and payment structures should be addressed in contracts and service agreements. Sharing this information on the website is also advisable.

Contact Forms

Contact forms are an important method of communication. Discover what information would best help build a relationship between you and a potential client or customer. This may include:

- Name
- Best method of contact (phone, email)
- Message box
- Check boxes and lists
- File upload area
- Text fields

Taglines or Slogans

We all know more than a few famous slogans or tag lines. Here are descriptions and components of effective slogans:

- Catchy and memorable
- Easy to understand
- Specific
- Unique
- Clever
- Strongly worded
- Clear imagery
- Parallel structure
- Metaphor
- Alliteration
- Rhyme
- Humor

FAQ

Frequently asked questions are exactly that. They're questions you don't want to have to answer again and again. To find out which topics to include, consider the following questions:

1. What questions have I received in the past?
2. What is a misconception about my product or service?
3. Are there limitations to the products or services?
4. Is there a point of contact for certain types of inquiries?
5. Are there policies for cancellations and refunds?
6. Are there warnings or legal disclaimers that should be included?
7. What is the privacy policy for customer submitted data?
8. Are there questions about shipping and handling?

Project Management

Developing a website requires coordination between multiple individuals. Managing a project means setting attainable goals that define the project. Meeting these goals drives progress and serves as guidance throughout the project. Useful and suitable goals for a project should be:

- Agreed upon
- Quantifiable
- Realistic
- Well defined
- Actionable
- Time bound

Schedules, Expectations, and Delivery

To keep a project running smoothly and according to schedule, you may follow this process:

➤ Discovery Session

Meet for an interview and discussion of key aspects of the business.

➤ Outline of Content

Assess the content needs of the site and create an outline and map.

➤ Milestones

Establish goal markers throughout the project. These are the steps toward a successful project.

➤ Payment Structure

Use milestones to determine steps in a payment schedule.