Applying Prospect Experience Design™ to Your Website

NEWFANGLED

Own your marketing, control your future.

A good marketing message is **clear**, **visible**, and **indexable** on *every* page of your website.

A clear message takes three forms:

1. Tagline

   A tagline is what you do and for whom in 5 words or less. It should be visible and indexable in the header of every page of your website.

2. Positioning Statement

   Your positioning statement expresses what you do and for whom, as well as any unique differentiators or special claims, ideally in 10-15 words or less. It should be the first thing prospects see on your home page.

3. Reassurance Statement

   A reassurance statement is an optional opportunity to add some detail that might elaborate on how you do what you do, why you're good at it, or what guarantee you can offer.

If you are struggling with expressing your positioning, remember that a positioning statement should follow a very basic structure:

"We do _____ for _____ ."

Can you clarify your *what* and *who*?
How would your best clients describe the problems you've helped them solve? Does the way they express what you do match the language you use? How do they describe themselves? Can they see themselves in the way you describe them?

Who is your *ideal* client?
Looking at your catalog of work and experience, where does each past and current engagement sit relative to a nexus of impact, profit, and pleasure?

The closer an opportunity is to the center, the more you are able to operate in your unique ability.

IMPACT

PROFIT

PLEASURE

YOUR IDEAL CLIENT
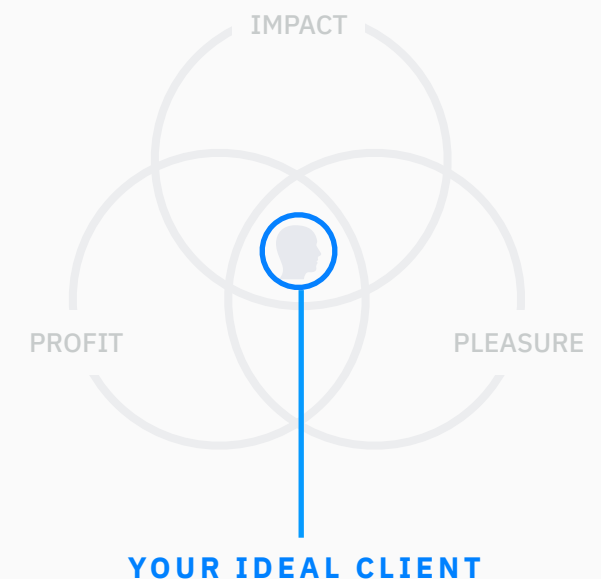
Write down the names of your clients in *each* column in order of greatest to least.
If a client is at the top of all three lists, they're a great fit. If they're at the bottom
of *any* list, they may not be.

IMPACT	PROFIT	PLEASURE
Client Name	Client Name	Client Name