



# THE MILLION DOLLAR MESSAGE

**Fletcher**  
The  
**Method**

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In this step, we need to get specific and narrow down to your Avatar's strongest frustration, goal and desire. This will act as the core of your marketing message and drive the creation of your product, campaign and even your entire business model.



## MILLION DOLLAR MESSAGE

**1** What's your clients' biggest goal or desire?

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

**2** What's your clients' greatest dream or aspiration?

**3** What's your clients' biggest pain or frustration?



## YOUR MILLION DOLLAR MESSAGE

*"I help \_\_\_\_\_ achieve/do \_\_\_\_\_, so they can  
without \_\_\_\_\_."*