



# THE MILLION DOLLAR MESSAGE



**Fletcher**  
THE  
**Method**



# YOUR MILLION DOLLAR MESSAGE

Copyright 2016 © The Fletcher Method

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?

2

What's your clients' greatest dream or aspiration?

3

What's your clients' biggest pain or frustration?

An icon of a dollar bill, tilted and overlapping another one, with a large dollar sign in the center.

YOUR MILLION DOLLAR MESSAGE

- 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

"I help\_\_\_\_\_achieve/do\_\_\_\_\_, so they can

\_\_\_\_\_without\_\_\_\_\_."