

Your Core Message

THE SEVEN ELEMENTS OF YOUR CORE MESSAGE

By developing a Core Message, you will know what to say to your community. This is an essential building-block to facilitating a meaningful community overflowing with raving fans.

First, let's review the **Seven Elements that make up your Core Message**.

They include:

1. Core product/service
2. Authentic Customer or Target Market
3. Core Benefit
4. Marketing Essence
5. Unique Selling Proposition and Market Claim
6. Elevator Pitch or Core Message Statement
7. Your Core Message / Tagline

As you will see, these elements build on one another. The key is to start with something, and over time to hone it and get it where you want it. It's an "iterative" process that requires you to start with something, try it out, and improve it bits at a time.

I invite you to use the time we have together today to complete as much of the seven elements as possible. Just write something down. Don't make the mistake of telling yourself you'll do it later. Just give yourself permission to have the answers come easily and effortlessly.

Before we move into the exercises to define and help you build each of the Seven Elements, let's take a moment to build context around why you're developing the Seven Elements.

LARGER CONTEXT OF THE SEVEN ELEMENTS

As you know, during the Spark Your List program, you will be reaching out to partners to help you deliver your message to their respective audiences.

In order to do this effectively, you will need to know what to say to that audience. What you say to that audience will flow directly from your Core Message.

ELEMENT #1 – YOUR CORE PRODUCT OR SERVICE

The **Core/Primary Product Being Marketed** is the product or service you sell. If you are a consultant, your core service is your consulting services. If you are a coach, it's your coaching services. If you are an accountant, it's your accounting services. It is the primary service or product you would like most of your clients to enroll into. It's how you intend to make most of your money. This is the primary product or service that you intend to build a healthy, consistent revenue.

It's fine to have several products and services you offer – in fact, as your business grows, it's a good idea to have lots of offerings. However, it's key to always have a Core Product or Service you offer.

Action: So right now, decide what your Core Product or Service is. Write it down.

ELEMENT #2 – AUTHENTIC CUSTOMER OR TARGET MARKET

Your Authentic Customer, or Target Market, answers the question, “Who is your customer?”

The more specific you're willing to be about your target market, the better off you will be. Not only will it be easier to reach new prospects (as you'll see down the road in this program), but it will also be really easy to deliver incredible value to them – which will of course make it easy for them to say “Yes!” to becoming your customer.

When selecting your Target Market, I encourage you to have it be your Authentic Customer.

So the obvious question is, “What is an Authentic Customer? And who is mine?”

An Authentic Customer is the picture in your mind of one very specific person that you would feel grateful and honored to serve. This picture in your mind represents someone you do not know; someone you are “meant” to serve. Someone who is waiting for you to shine your light and make your services available in a way that you can find them.

The #1 purpose of exploring your Authentic Customer is to create a heart-connection between you and your audience.

An authentic customer is someone you are meant to serve.

“Someone” because this is just someone – not everyone you are meant to serve.

In the exercise below, you are invited to discover a heart-connection with **someone** you haven't met yet.

Indeed you have potentially hundreds of Authentic Clients. Today you are going to me just one of them.

So the exercise is not meant to feel restrictive in any way. Quite the opposite, it should help you have a deeper, and broader understanding of who people are and what their real needs are.

Again, an authentic customer is someone you are meant to serve.

“Meant to” serve. At WorldChangingBusiness, we believe that at the intersection of who you are, the gifts you're meant to share, the specific quirks, your way of expressing yourself, *combined with* those things you're meant to learn – pairs you up with certain people that you are *meant to* serve.

Sometimes who we are *meant to* serve can be surprising.

One way to really tap into who you are authentically meant to serve is to look at yourself. Look at your own needs, wants, and desires in the past and in the present. When you discover something that you truly want, desire, struggle with, or love – you can be certain that your authentic customers feel the same.

Not only that, but if you can tap into something that is deeply important for you, notice what a powerful messenger you would be for someone wanting the same thing.

Again, **the purpose of the following exercise is to help you discover a heart-connection** with this one, unique person you are meant to serve.

You might be wondering, what would be the benefits of identifying your Authentic Customer this way?

From this experience, you will be adding clarity to your business vision by seeing, from a wise higher perspective, the kind of business you are inspired to build. At the heart of every business are customers and solutions. The only way a business can be sustainable is if you are providing a valuable solution to someone who wants it, needs it, and is willing to pay for it. This process allows these two elements to be your authentic choice. It comes from your heart, rather than your head.

AUTHENTIC CUSTOMER CONTEMPLATION AND WRITTEN EXERCISE

Imagine that you are meeting an authentic customer for tea. This will be a single person that is waiting for your understanding, skills and expertise. This will be someone that you long to spend your days with. Being with them will immediately connect you to your life purpose. So take a deep breath and right now, create an image of a person you are meant to serve. Allow it to be someone you have never met before, so you are free to run wild with your imagination. Trust that as you do, your wisdom will speak to you.

Now that you have the picture of and imaginary someone in your mind, imagine that you can sit down and have tea with them. During your meeting, ask them the following questions, and write down what you think they would answer:

1. What do they look like, sound like, smell like?
2. What energy do they have? What feelings do they convey in your presence?
3. How do you feel in their presence?
4. How would you describe their essence? Write down 1-3 words to describe their essence.
5. Ask them why they have come to you today? What is there reason for visiting you?
6. Now just explain that you'd like to take some time to chat and get to know them a little better.
7. Ask them what their name is and how old they.
8. Ask them to tell you about their family. Are they married, single, divorced? What's their spouse's name?
9. Do they have children? How old are their children? And what are their children's names?
10. And what about their parents? Are they both alive? If so, where do they live? And if not, when did they pass?
11. Best friend? Name. Why are they a great friend?
12. Now ask them where they live? In what town? Ask them to describe their neighborhood. What's it like? What do they like about it? Why do they live there?
13. What are their outside interests? Are they interested in spirituality, new age, the internet, yoga? Might they be interested in cooking, exercise, religion, sports?
14. What do they do for fun? Do they meditate, read, write, hike, entertain, study foreign languages? What's their favorite food? Favorite color? Favorite book?
15. What do they do for a living? Are they a stay-at-home mom, a retired police officer, a business owner, or are they a loan officer at a bank?

16. Ask them how much money they make. And ask them how they feel about the money they make. Does it feel like enough, not enough, plenty?

Now take a moment to pour yourself and them some tea. Just use the time to breathe in and feel your growing connection with this person. Now that you've gotten to know them on the surface, it's time to get to know them at a deeper level.

Take a deep breath and let yourself fall a little deeper into your heart, so you can listen to them from a truly loving space, where they can be free to reveal more of who they are.

17. Who are people that inspire them?
18. What are the attributes of people who inspire you? Motivated, courageous, tenacious? Giving, willing, open?
19. What are their gifts that they want to share? What are the gifts that they deeply want to bring into the world?
20. What do they hope others will see in them?
21. What do you want to be acknowledged for?
22. What's really important to them?
23. And now, what about their fears. Ask them what fears or worries wake them up in the middle of the night?
24. Sad about? Angry about?
25. What's not going well in their life? Ask them to tell you the area of their life that is giving them the biggest struggles.
26. What challenges are they facing?
27. What about themselves do they try to keep hidden from others? What are they afraid others might find out?
28. What do they wish would change?
29. What opportunities do they wish was available?
30. Where in their life do they need help or support?
31. What do they need from you?
32. What do they hope you can provide for them?
33. What is the gift they see in you?
34. Anything else they'd share?

Now take a moment to honor them and thank them for coming.

Now as you come back into the space just take a moment to breathe deeply and write down anything else you notice from the contemplation exercise.

Now, without thinking, or trying, or effort-ing, or perfecting, allow yourself to just simply fill in this blank...

The Authentic Customer I met today is a person who...[fill in the blank with who they are]... and wants to have... [fill in the blank with what they want]...

Now see if you can simplify what you just wrote down. Gently revise what you wrote. See if you can somehow be more accurate, specific, and concise.

This is a person who...[fill in the blank with who they are]... and wants to have... [fill in the blank with what they want]...

By looking at this Authentic Customer, you can begin to develop a clear insight about who your Target Market is. In fact, I invite you to have your Authentic be your Target Market, at least as closely as possible.

Now you can restate your Authentic Customer as your Target Market. The best way to state your target market is by creating a brief and simple Who and What Statement –

I help people who...[insert the who]... and want to have... [insert the what]...

I encourage you to use the same language you used in building your Target Market as you used in describing your Authentic Customer.

Examples:

- For my overall business: small business owners, with less than \$50 million in annual revenue, who want to build profitable, sustainable businesses that give back
- For the HeartCenteredMarketing Program: heart-centered solo-entrepreneurs who struggle to market themselves effectively
- For my coaching business: conscious business owners who want to double their revenues, profits, and feeling of fulfillment in the next 12 months
- For my consulting business: Hyper growth businesses with \$5 to \$50 million in revenues that have a great CEO but are struggling due to absence of operational management. They've grown to a point where they need a COO who can strengthen the operational core of the business and help take the business to the next level.

Action: Go ahead and craft your “Who and What Statement.”

ELEMENT #3 – THE CORE BENEFIT

The **Core Benefit** is the ultimate reason your target market buys from you. It's your customers' hope – in a nutshell -- for what they will achieve or receive when receiving your products or services. It's something clear and tangible. The Core Benefit is NEVER a feeling. It is a clear and measurable physical world outcome they're hoping to accomplish. It's something they want NOW – versus something they'll realize they want after they've worked with you for a while.

It's important that your Core Benefit be perceived as *immediately* valuable to your Target Market.

Examples of Core Benefits:

- Path to loose 10 pounds in 30 days
- Land five new customers in the next 10 days
- Attract a perfect mate
- Become financially free in 12 months or less
- Get a promotion in 90 days or less

Where are good places to find Core Benefits?

- Success
- Relationships
- Sex
- Money

A good Core Benefit will pass the "\$1000 Dollar" litmus test. In other words, "Is your Core Benefit something that someone would reasonably pay AT LEAST \$1000 to have?" If your answer is questionable or a no, then your Core Benefit could use some work. To increase the perceived value, get more specific. People pay for specific real-world results. When you have a highly-valued real-world result, people will pay way more than \$1000. And thus, you've passed the litmus test that the Core Benefit of your primary product or service can stand up in the real world.

Action: Go ahead and write down the Core Benefit you are inspired to offer the person in your Who and What Statement.

ESSENTIAL #4 – YOUR MARKETING ESSENCE

The concept of the Marketing Essence comes from one of my favorite branding and marketing experts, Ben Mack. It's a concept he developed after years of working with big brands like Nike, Google, and Starbucks.

The authentic marketing essence is the feeling or fragrance present in every marketing tool you create, deliver, or send out. It's what your business "smells" like or "feels" like.

Written exercise to define your Marketing Essence:

1. Consider your core product/service.
2. List the benefits of this product or service.
3. Now, next to each benefit, write down 3 feelings a person will feel having received those benefits.
4. Now go through the list of feelings a person will feel when they experience each benefit and notice similar words. They probably boil down to one or two basic feelings.
5. Select the 1-2 most profound feelings you would like your business to emanate.

Your Marketing Essence is the 1-2 essential feelings you would like your business to emanate.

*For example, the **opportunity to tangibly spread hope and human kindness** is the authentic marketing essence of WCB*

The flavors and feelings of your Marketing Essence can now be added to everything you do. It becomes the basis of your brand. Every email you send, every service you provide, every conversation with a prospect or customer, can now be filled with this essence.

Action: Go ahead and write down the one or two feelings that make up your Marketing Essence.

ESSENTIAL #5 – UNIQUE SELLING PROPOSITION AND MARKET CLAIM

Let's talk about your **Unique Selling Proposition**, or **USP**, and the **Specific Market Claim** together, because they're closely related.

Your **Unique Selling Proposition** states what is unique or special about your offering. It's what makes you different.

Your **Specific Market Claim** that creates even more clarity of the results your product or service provides. It's how you share your USP with your market.

Examples:

Domino's Pizza – They decided their USP would be "delivering pizza faster" than the competition. And out of that, they created their Specific Market Claim: "If we don't deliver your pizza in 30 minutes or less, it's free!"

That literally was communicated in all advertising whenever you read an ad or saw an ad on TV.

It was clear to all people that Domino's had the fastest delivery and they guaranteed that if it didn't happen, your pizza would be free. This is what they needed in the beginning to really get things moving.

Mr. Mac's Clothing Store has built a tremendous business over the last several years strictly on price. Thus, his USP is "being the least expensive." And thus, the specific market claim used in their advertising is "Remember, no one - I repeat, no one buys clothes at a lower price than Mr. Mac and no one sells clothes at a lower price than Mr. Mac."

Federal Express built its delivery and shipping business on its USP of being able to deliver your package overnight. They translated that into a Specific Market Claim: *"Federal Express: When it absolutely, positively has to be there overnight."*

NyQuil cold medicine has the unique value proposition of making sure you can get a good night's sleep. And their Specific Market Claim is *The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine."*

Your USP and Specific Market Claim separate you from the competition.

Together, they **set up a "buying criteria"** that illustrates your company is the most logical choice to satisfy their need. The USP and Specific Market Claim make your product or service the "gotta have" item.

Write your Specific Market Claim so it creates desire and urgency. The USP and Specific Market Claim can be stated in your product itself, in your offer, or in your guarantee:

- **PRODUCT:** *"A unique baseball swing that will instantly force you to hit like a pro."*
- **OFFER:** *"You can learn this simple technique that makes you hit like a pro in just 10 minutes of batting practice."*
- **GUARANTEE:** *"If you don't hit like a pro baseball player the first time you use this new swing, we'll refund your money."*

Written exercise to build your USP and Market Claim:

1. Knowing that you want to stand out from the crowd with your customers, how would you like to stand out?
2. How would you like to be different?
3. What would you like to be known for?
4. What do you do better than others in your field?
5. What is special about your experience? Credentials? Personal experiences? Blend of skills and expertise?

6. What is special about your product or service? How is it different from the competition? Or how would you like it to be different?
7. Write down the one unique thing you'd like your business to be known for. This is your Unique Selling Proposition, or USP.
8. Write down a specific result you would like to offer your customer. (It might be very closely connected to your Core Benefit.) This is your Market Claim.

Action: Go ahead and write down your USP and Market Claim

ESSENTIAL #6 – ELEVATOR PITCH OR CORE MESSAGE STATEMENT

Your **Elevator Pitch, or Core Message Statement**, blends several aspects of what you've already put together and gives you the ability to speak clearly about your business. Here's the template:

I help people who... (insert target market) and struggle with (insert primary challenge or problem of your customer). I help them (insert core benefit). What separates my services... (insert USP)... And because of this my clients receive/experience (insert specific market claim).

Action: Go ahead and write down your Elevator Pitch, or Core Message Statement.

ESSENTIAL #7 – YOUR CORE MESSAGE / TAGLINE

A Core Message or Tagline is a statement or motto that succinctly defines or represents an organization's mission.

- Nike - Just do it!
- Budget - Driving Your Dollar Further
- FedEx - Connecting Your World
- WorldChangingBusiness – Helping Businesses Do Great While Doing Good
- BetterWorld Telecom – Change the world. One call at a time.
- Eileen Fisher – What if simplicity is all you need?
- Give To Grow – Merging the path of giving with personal growth

A good tagline or core message will help explain what your business does or create a feeling associated with it.

There are two types of taglines:

1. Descriptive - they explain what your business does

2. Emotional - they create a tone or feeling about your business

Taglines should be simple and memorable .

In most cases, effective taglines are:

- Short and simple (no more than 10 words) - the shorter the better
- Positive - people like positive statements - negatives are a turn-off
- Interesting - the tagline should spark interest
- Timeless - your tagline might around for another 20 years, so don't add text that could date it
- Tested - make sure you test the tagline on colleagues, business partners, friends and family for feedback before using it. Don't create a tagline by yourself. Create it with the support of your Creative Team!!

Action: Go ahead and write down your Tagline, or Core Message Statement, now.