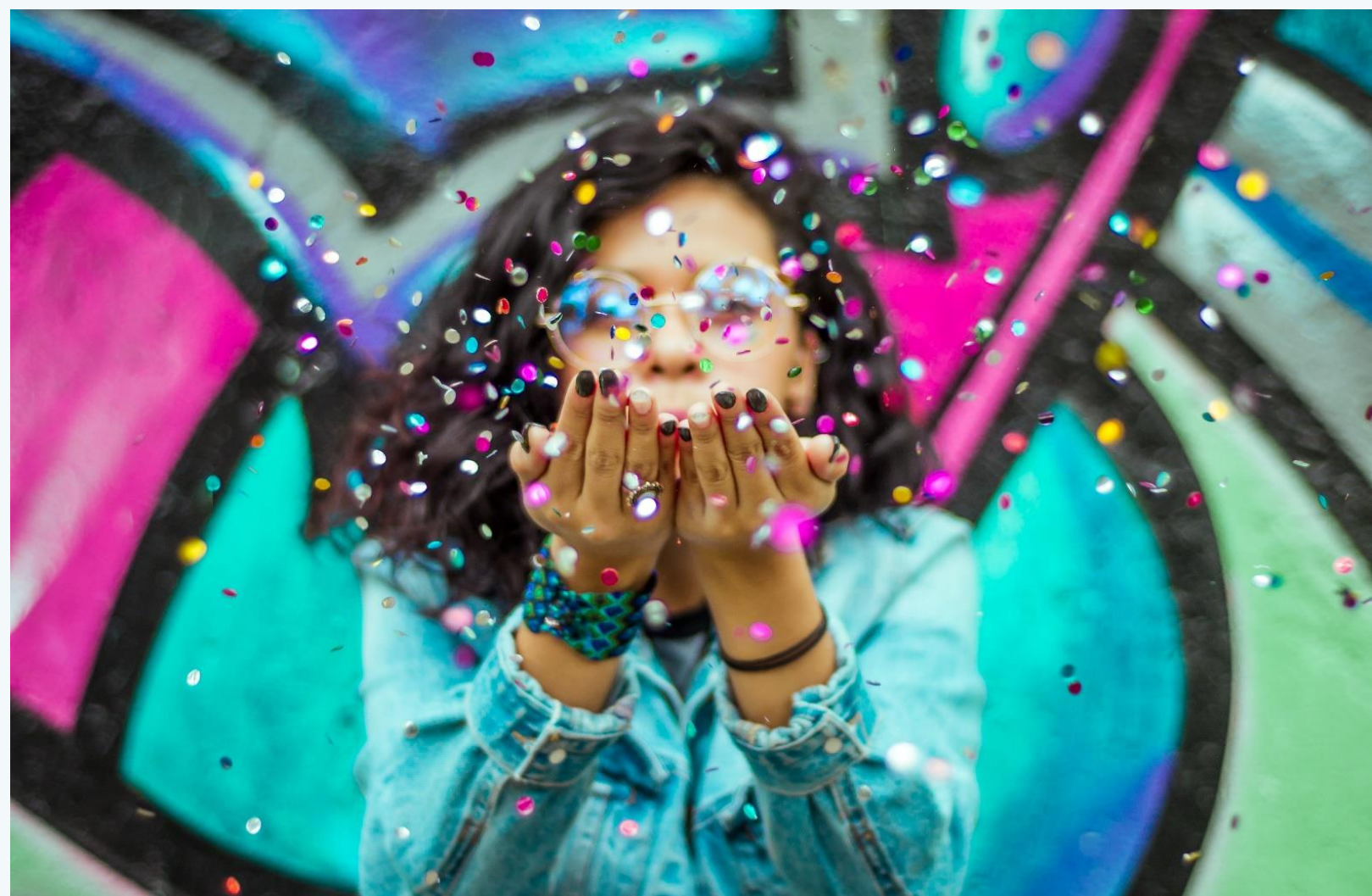


Get Comfortable with Marketing

*Create Your Message to
Stand Out Naturally*



Imagine the Opportunity

Some people call it an elevator pitch, a marketing message, or simply your self-introduction when you answer the question, “What do you do?” Actually, your message is all these things and more.

*Your message is how you inspire others to open their doors to you.
So, create your message like you’re talking to a friend.*



Think of the “What do you do?” question as someone cracking the door open to you.

Your message is your greeting to them.

You have a few seconds to make an impression before they either open up and invite you in or turn you away and close the door.

As a solopreneur, your message has a big job to do. You want it to entice your ideal prospects to invite you in for a visit.

*** **

*Your message needs to say
more than what you do.*

It needs to...

Show who you are.

*Move your audience to care
about what you do.*

*Create the expectation
of an experience.*

*** **

Cover the Essentials

The essential parts of your message can be hard to figure out:

- ❖ Who you serve
- ❖ What problem you solve for them
- ❖ What outcome they get

Read on to explore the questions you can ask yourself and your potential audience. Reflecting on those questions will help you figure out what you can say in a concise statement like this:

I serve [who] to [solve what] so they can [outcome].

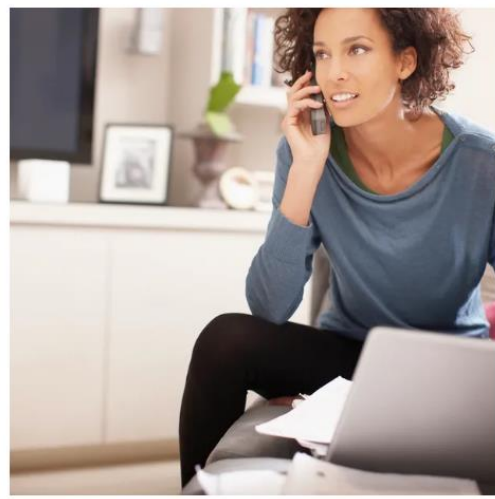
Then you'll see how to customize it so it's a natural expression of who you are in your business.

Explore Your Strengths

What problem do you solve?

In talking to a friend, you're free to own up to your special skills and talents. In your message, do the same.

Think about the possibilities of how you do (or can) use your expertise to solve problems and create the impact you want to create.



1. What are you really good at AND enjoy doing?

2. What do people often come to you for help on?

3. What kind of service do you provide? (guide, teach, coach, consult, [done-for-you], ...)?

4. What problem would you like to solve to feel fulfilled in your business? *This is the most important question in this section.*

Who do you serve?

You naturally choose friends who you like being around and who like being around you. Use the same filter when choosing your business audience.

Although lots of people may have the problem you want to solve, you want your message to resonate with your ideal prospects. “Ideal” means:

- ❖ They understand that they have this problem.
- ❖ They’re willing and able to invest in a solution.
- ❖ They appreciate your distinctive approach.
- ❖ They’re the type of person you want to work with.



1. What personality type do you like to interact with? (introvert, extrovert, flashy, calm, ...)

2. What demographics are you most effective with? (age, gender, ethnicity, ...)

3. What socio-economic profile does your business best serve? (education level, income bracket, profession, ...)

4. How willing and able are they to invest in solving the problem you can help with? (now, within 6 months, “sometime” ...)

5. What are their attitudes and beliefs about the problem you solve?

6. What are their attitudes and beliefs about the solutions they're aware of?

7. What is their (or their clients') biggest worry or pain point?

8. What is their (or their clients') biggest dream?

9. What are their attitudes and beliefs about the likelihood of their own success?

What outcome do they get?

You know what your friends dream of. You love seeing them light up when you talk with them about it. Tap into that same inspiration when creating your message. Share the light within you.

Don't get sidetracked with describing your process. Tell them what life will be like **after** they've gone through your process.



1. Which of their needs are met? (health, wealth, relationships, ...)

2. Which of their values are affirmed? For your ideal prospects, these values will align with your values.

3. How will their lives be better after the problem is solved? Be concrete and detailed in your description.

Distinguish Yourself

Infuse your message with your values and personality, just like you're talking to a friend.

Express what you love about your business. That's what makes you compelling to your ideal clients.

Be intentional about your word choice. Words carry literal meaning and attitude. Your ideal prospects will appreciate your attitude—and others won't. The key here is your ideal prospects. Avoid neutral words that neither appeal nor repel.

Look at the contrast in these two examples.

Marylyn King, Chief Message Maker:

I guide mission-driven entrepreneurs
to embrace marketing as a
natural expression of what they love about
their business
so they can transform their own lives and
the lives of those they touch.

Precious Williams, author of *Bad Bitches
and Power Pitches*:

Fortune 500 Executives, Speakers, and
Entrepreneurs hire us
to #SlayAllCompetition through Powerful
Pitch and Speaker Training,
utilizing your bad-bitch mentality to
achieve your dreams.

Let's compare the contrasting words in the two example messages we just looked at. They cover the basics and more.

Your Audience

Mission-driven entrepreneurs



Fortune 500

The two very different audiences are named so the audience can self-select. The word choice also evokes a difference in values. “Mission-driven” singles out those entrepreneurs who lead with their purpose. “Fortune 500” speaks to the big-money corporate players. They are either in the Fortune 500 or want to be. Wealth status is important to them.

Their Challenge

Embrace marketing



Powerful pitch and speaker training

Here the problems are implied by the solutions. The problem in both examples is being reluctant or ineffective in getting your message out. “Embrace” is a nurturing word. It evokes a sense of comfort. “Powerful” is a forceful word. It evokes a sense of dominance.

Their Outcome

**Transform their own lives and
the lives of those they touch**



Slay all competition

These two attitudes couldn’t be more different. Anyone hearing the message knows immediately which attitude matches their personal values. Do they want to build a better world or engage in warfare?

The Relationship

Guide



Get hired

So often the default word is “help” as in, I help entrepreneurs... “Help” may be appropriate, but it can also imply that the client is helpless. Consider other alternatives. Here, “guide” reinforces the attitude of a supportive relationship between provider and client, where both are equally engaged. The second message states that clients “hire” the training company. That word characterizes the relationship as a contractual transaction.

The Encounter

Natural expression of what they love



Bad-bitch mentality

This extra phrase in the message gives the audience a richer understanding of how it will feel to do business with them. “Natural expression” lets them know it will come easily. It will be authentic. And “love” is an emotion that softens resistance. “Bad-bitch mentality” gears them up for dominating in the warfare they’re about to get into.

Craft Your Message

1. Brainstorm a list of problems you solve. Then select one you want to be known for.

2. Brainstorm a list of who you can serve. Then select one audience to focus on.

3. Brainstorm a list of what outcomes they get. Then select one that is most impactful.

4. Put your selections together. I serve [who] to [solve what] so they can [outcome].

Expand Your Message

Your message doesn't stay confined to the one sentence you craft from this exercise. When it expresses what's distinctive about you, you'll naturally want to share it. You'll embellish it with stories. You'll teach it. You'll let it guide you in all you say and do in your business.

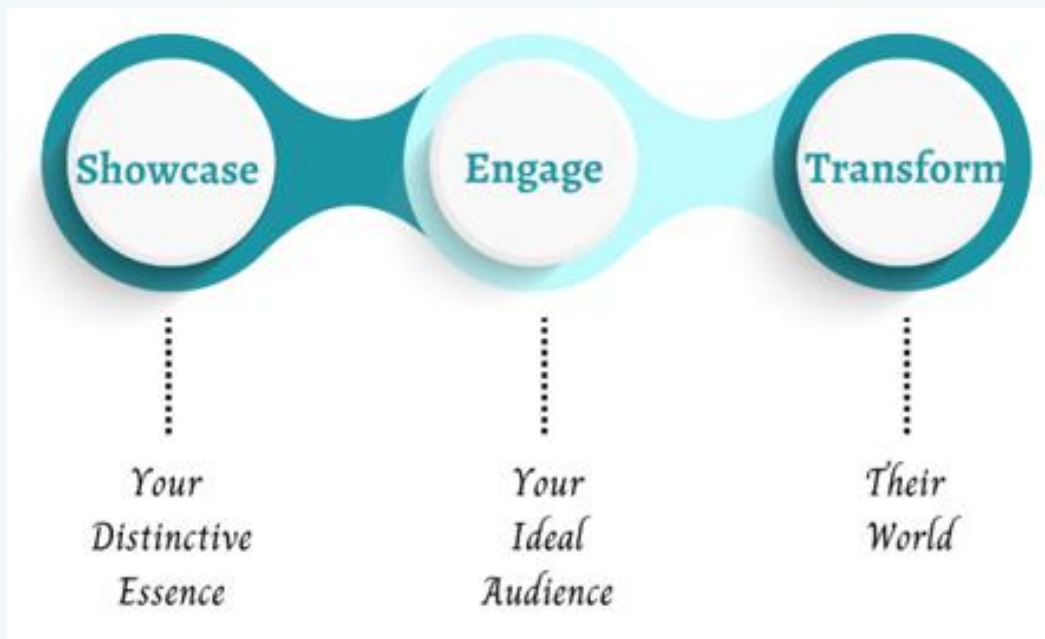
Your message is the foundation of your messaging strategy.

Your message gives you clarity about why prospects would choose you over other experts.

Showcase your distinctive essence so they have the same clarity about you.

Your message focuses your attention on your ideal audience. Speak to that audience every time you say, write, or do something about your business. Listen to that audience to gain a richer understanding of them. **Engage** with them to deepen your relationship.

Your message reminds you and your audience of what they want and why they want it. Keep that inspiring vision of their better selves in front of them. **Transform** their world with your expertise.



A Word of Encouragement

Crafting your marketing message takes sorting out a lot of thoughts spinning in your head. You've got lots of expertise. How do you put a label on what you do? You can work with lots of people. Who do you think would be best to focus on? There are so many benefits to what you do. Which outcome would be most compelling to your ideal prospects?

And then there are the words that have to reveal your personality and values. How do you show what kind of experience clients will have when working with you?

I'm here so you don't have to sort that out alone. I'll show you how your message can make marketing your business so natural, it will be like talking to a friend. Book your complimentary Discovery Call to find out how.

Book a Call

Meet Marylyn

Marylyn King is Chief Message Maker and Founder of The Expert of Choice. She guides experts to create a distinctive message that will attract their ideal clients.

Her signature approach, *Natural Expression Marketing™*, builds your message on the foundation of your distinctive essence. It makes marketing your business as natural as talking to a friend.

Marylyn brings to her coaching the experience of a 30+ year career as a communicator, mentor, and executive. She's worked with experts at startup and large corporations, and at prestigious organizations including the International Monetary Fund and the U.S. Federal Aviation Administration.

A constant thread through all her work is her genuine interest in people and her ability to reveal the talents and abilities they have to offer.



Are you ready to define and communicate what distinguishes you?

[Book a Call](#)