

6 KEY QUESTIONS

your messaging must answer for ready-to-buy clients



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Use the Prompting Questions below each main question to dig deeply into YOUR amazingness. They may become social media posts, sales page language, video scripts, emails, and more. Own Your Amazingness™

1. What Do I Sell? The tangible, the intangible & the transformation

- When you explain your business to a new friend, what do you tell them you do?
- Describe your products/services (one at a time) as if they were listed on a receipt
- What people often get wrong about my business is...
- You won't believe how easy I make it to...
- With my thing, you'll Stop X and Start Y
- Now that my clients know/understand X, they can have Y
- Sometimes I wish I could just say THIS to my clients
- The side effects of working with me are...
- When you buy (tangible item) from me, you also get (intangible feeling/belief)
- I know what I sell is good because...

2. Who Do I Sell It to? Who is it for & Why they love us + Who is it not for & Why they won't benefit from using our specific solution

- I most ENJOY working with people who...
- The customers who have had the best success with me have this in common
- My customers know they belong with me/my brand because we share these values
- My customers know they belong with me because we both want xxx for the world
- My customers also know they belong with me because...
- I am NOT interested in working with people who...
- BEFORE working with me, a client needs to know, think, or believe...
- BEFORE working with me, a client needs to be willing to...
- BEFORE working with me, a client needs to have experienced...
- You are ready to work with us, if...

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3. Why Does it Matter? What we believe about our contributions to ourselves, our clients, our community, and beyond.

- The primary desire for my business right now is...
 - My philosophy of _____ (insert your industry here) is...
 - When people buy from me, I want them to feel...
 - I'm tired of people believing/thinking X about Y
 - At (your brand here) we believe...
 - At (your brand here) we desire...
 - Dear Client, I can promise you this
 - Sharing this product/service with clients gets me excited because...
 - If everyone in the world had this, the world would be better in these ways...
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4. How Do I Sell It? Your process, personality & values. (Your Secret Sauce)

- What are the steps I take people through
 - What happens at each stage
 - The way we do that part is different than others because...
 - Why is this stage important to getting us to the main goal
 - I'm really good at this part because
- My clients are most likely to get stuck on... But I know how to help them through it because... Here's what we'll do
- A phrase I often use with my clients is... I say this because...
- Others in my industry X, but I do Y instead. Here's why
- Some are surprised to know that X is part of my process
- No matter what service/product you buy, this is our approach/common theme

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5. Who Am I? Why I'm AMAZING at this, Why you can trust me to deliver, and other things about me that help the right people opt in and the wrong ones tap out

- Why I started the business
- What does the business name mean
- Adjectives that describe yourself/your business
- Some things my clients probably don't know about me are
- People ask my advice about
- People tell me I'm good at
- As I child, I loved X... and that connects with the things I still love today because...
- These are the natural abilities I bring to the brand
- These are the certifications and experiences I bring to the brand
- This is an experience I've had that my clients will relate to
- My friends describe my personality as... You'll see that in my business in these ways...

6. Why is NOW the Time? Create urgency in your call to action - helping your clients understand how things can change for them NOW and delay is a bad idea

- If you wait, you will be giving up...
- I can save you a ton of time doing X, so don't wait any longer
- What is the right call to action for the next step you should take

WANT SUPPORT IN ANSWERING THE QUESTIONS FOR YOUR BIZ?



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