

6 KEY QUESTIONS

your messaging must answer for ready-to-buy clients



PRESENTED BY BETH HESS, WORD GIRL
THE MESSAGING COACH FOR ALREADY AMAZING BRANDS

- 1. What Do I Sell?** The tangible, the intangible & the transformation
- 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
- 3. Why Does it Matter?** What we believe about our contributions to ourselves, our clients, our community, and beyond.
- 4. How Do I Sell It?** Your process, personality & values. (Your Secret Sauce)
- 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
- 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

WANT SUPPORT IN ANSWERING THE QUESTIONS FOR YOUR BIZ?



THE UNLOCKED BRANDS FACEBOOK GROUP

The online hang-out spot for growth-minded entrepreneurs who want to Own Your Amazingness™ through authentic and aligned content.

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ONE TO ONE COACHING WITH BETH HESS

Custom-built experience to your exact messaging needs. Start with Message Mapping to Discover YOUR 6 Keys and unlock your content for good.

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