

Good Messaging

Your messaging says who you serve. It needs to reflect that you understand your prospective client better than they understand themselves.

Good messaging attracts and converts your Destiny Client.

Your message needs to be *relatable* and *specific*.

A great written message is *free of* hesitation, confusion, vagueness, industry jargon, the techniques you use, the certifications you have, and your story..

Good messaging has *no* hype, generic words, unclear results, words that are too long, too many words, too many adjectives or adverbs.

In a good message the WORDS are;

- 1) Short and Use contractions
- 2) Direct & Straight to the point
- 3) Specific
- 4) Reflect your uniqueness

Bad Messaging

“I help people take their business to the next level”

Great Messaging

“I help conscious business women scale their business so that they can have more money and time for themselves to do the things they love.”

Bad Messaging

“I am a life coach that helps people get their lives together.”

Good Messaging

“I support people to get out of overwhelm, and create smarter strategies for daily tasks so they can fall in love with their lives again.”

Good Messaging

The 7 Components of Good Messaging and Copy

- 1) Saying who you serve
- 2) Meeting people where they are at (using their language)
- 3) Understanding their problems
- 4) Being clear about the specific results, insights and breakthrough they will get
- 5) Strikes an emotional chord
- 6) Entering the conversations that are already going on in their minds
- 7) Saying what they want better than they can say it themselves

Here are some great messages from people I know that are converting clients!

“I help high achieving women recover from feeling drained and make space for more joy, freedom and money” Joy Evanns, author of “Achieve More by Saying Yes to Less”

“We help talented coaches and experts create deeply fulfilling businesses that fuel their dream lifestyles” Congruent Coach Collective, Alex Moscow

“I help men overcome the addictions and distractions of the modern world and experience flow and peak productivity” Pathway of Power, Kai Van Bodhi

“We help business owners and entrepreneurs craft copy that inspires people to take action” Conscious Copy & Co, Jennifer Hudy

“I help women become the sexually confident people they’re meant to be” Amy Jo Goddard

“I help Soul Venturers get out of their job and into their calling.” Soul Venturers Robert McGuinness

Take some time to look at some of your Sheros/Heros and see what they’re messaging looks like.