



Memorable Marketing Messaging

Create memorable themes that resonate with prospects, and which are worthy of repeating again and again. Emotionally trigger the value you bring and tighten messages to touch on product without “over selling.”

1. Solidify your verbal tagline

This is different than any tagline in print—this is something that it’s important to practice before a Facebook Live, interview, or podcast. Learn it and repeat it. Use this verbal tagline to solidify the “one thing” to remind prospects they deserve and to inspire them.

2. Tell what it is

Know what it is you’re really selling. Then whittle that down to the SHORTEST possible way you can say it. What’s the most important nugget you want people to “get” about your product or offering?

3. Tell what it’s NOT

One or two sentences at most can describe what your topic is not in order to differentiate with competitors. This can be used to say your product is “not just” what someone else provides, or to relate directly to prospects by stating that you “know” what they DON’T want (and how that’s exactly what your product isn’t).

4. Tell why it’s unique

Choose one thing. It can be hyper-technical or it can be ubiquitous. It can get into the weeds or be something apparent on the surface. This is the step where you extract yourself from the red ocean and create your own beautifully blue ocean. This is where the word “deserve” can be key, and also provides an opportunity to weave in the negatives or shortcomings of competitors, for example, “if you’re tired of A, B or C....”

5. Identify a few core “themes”

For example, “this is doable” or “ease” are themes that can be revisited and restated in creative new ways. Testimonials and case studies can highlight these themes and shape the dialogue with real examples. Themes often create a feeling around the product or service you offer, or tell prospects what feeling(s) they can expect.

6. Future pace one-liner

“Future pace” means using the power of “imagine...” where potential clients can start to see what’s possible. Get them excited. As long as you believe in your one-liner, whatever your prospects imagine will be something you can deliver.
