Messaging Workshop

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Our goal is to educate or persuade someone about something.
Three Cs of Communication

- Clear
- Compelling
- Consistent
A little communication theory
Mehrabian’s Three Vs

- Visual: 55%
- Vocal: 38%
- Verbal: 7%

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The tips

1. Three core messages
2. Structure your message carefully
3. Bridge to YOUR point
Tip 1: Three Core Messages

- Control
- Consistency
- $3 \times 3 \neq 9 \times 1$
- Conversational
Tip 2: Structure Message Carefully

- Simple visual story
- Answer the question: Why should I care?
The Message Pyramid

- **Headline**: Gives you control
- **Facts**: Proves your point
- **Anecdotes, Examples, Analogies**: Reinforces the message
- **Bottom Line**: Creates a picture
Message Types

- Situation (or Pain)
- Company/Organization
- Product
- Issue/Position/Opinion
Tip 3: Bridge to YOUR Point

Question → Answer → Bridge → Your Message
Common Bridges

- Again…,
- The key point here is…
- Let’s take that a step further…
- The important thing to remember is…
- The real issue is…
- You should also know that…
- I don’t really know, but I can tell you that…
Messages and FAQs

- Messages are the story you want to tell
- FAQs are the questions you expect you’ll have to address
- Lead with the message, NOT the FAQ.
Three Tips

- Have 3 core messages and stick to them.
- Structure your message carefully to get the point across in the fewest words possible.
- Answer the question and then bridge to YOUR point.
Message Development

- The facts as we know them
- Topics for messaging
- Tools
The Message Pyramid

- **Headline**: Creates a picture
- **Facts**: Gives you control
- **Anecdotes, Examples, Analogies**: Proves your point
- **Bottom Line**: Reinforces the message
A final test of an effective message

- Matters:
  - Relevant and important to listener
- Unique
  - Differentiated from other stories/promises
- Sustainable
  - Meet expectations. Evidence of claims.
- Tangible
  - Clear call to action – listener wants to DO something as a result.

- original source *The Marketing Playbook* by John Zagula & Richard Tong
Using messages

- With journalists
  - Defined context
  - Rules of engagement understood

- With customers, including bloggers
  - Many possible situations
  - Need to understand the specific context to make the message matter
Context → Value

Your Product

Attributes

Values

EMOTION

Corporate Values

Features

Audience - Customers, Bloggers

Who 1

Who 2

Who 3

Finding the Mutual Value

How they use your product

What they are doing when they use your product

What do they care about when they use your product

What other things/issues do they care about?

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Questions?