



5 - WORKSHEET - Business Bubble Exercise

from page 59

Reread the section “Business Owner Gut Check” in Chapter 5. Then study the diagram and summarize its messages in the spaces below.



Make a list of ‘dream clients’ you really want to reach in your messaging.

Describe the bubble surrounding you and your existing business structure. The inner circles (in red) contain individuals close to you who are already familiar with your brand. They are not the primary ones you should be focusing on because they already know who you are and what you do. The goal here is to concentrate on the outer (gray) circle, your intended target audience.

Create lists of the following;

- Potential clients who have never heard of you or your brand name. Include individuals or groups who may need what you offer but don't know you exist.

- Potential clients who may be confusing you with your competitors. List examples from your messaging that cause this confusion. _____

- Construct a list of unnecessary statements--“cookie-cutter” phrases, overly predictable expressions, or confusing wordage--you feel could be edited from your next ad message. _____

- Consider some side options regarding your potential bulls-eye clientele-- friends, relatives, coworkers--who may have the ears of these key people and tune in to your ad. _____

The objectives of **marketing** are the creation of a want or demand, customer satisfaction, market share, generation of profits, and the building of goodwill and a positive public image.

The purpose of **advertising** is to inform a specific target audience about who you are --your brand-- and what you do, to persuade them to buy or perform a task, and to remind and reinforce your brand message.

Before you spend one nickel on promoting your brand, you have to be completely truthful with yourself. There is a great deal invested here so honesty is paramount.

Answer these questions;

- What are the *real* reasons you’re spending money to advertise? Is vanity, insecurity, or demonstrating your worth part of the reason? _____

- What personal obstacles will your advertising message solve? _____

- Which is more important in this campaign, name recognition or brand awareness? _____
- Name the three primary results you want to achieve from this advertising campaign. _____

- Make a list of the positive qualities your business possesses that potential customers can’t get from competitors. _____

- What’s the cost of customers *not* buying from you? _____

- How much are you planning to spend on this specific campaign? _____

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- What specific thing are you trying to tell your customers? _____

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- Aside from increasing awareness and sales, what is your distinct end goal?
(adding a broader customer base, promoting a new product, motivating listeners
to enter a contest.) _____

Study your mission statement and list key elements customers would be attracted to.

Do you have a mission statement? Write it down.

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- After your ad is complete, are your user-friendly website and social media
accounts up-to-date? _____
 - If your ad generates attention, could you and your staff handle any unsuspected
increased workload? _____
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