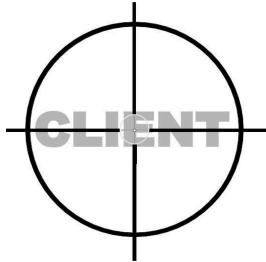




10 - WORKSHOP - Targeting Your Messaging

from page 156

Before you design your ideal message, first determine who it will be directed toward—your ideal customer.



On Worksheet #1 you were asked to create an in-depth visual image of the perfect client you will be conversing with as well as educating in your marketing message. By now, this person (or persons) should be ingrained in your memory.

Once again, describe this ‘perfect, bull’s-eye client’ along with their wants and needs.

What do you like about them? _____

What do you dislike about them? _____

Out of the three essential target audiences,

1. **Lay audience** = little to no knowledge of what you offer.
2. **Managerial audience** = limited knowledge but needs guidance to decide.
3. **Expert/Academic** = comparison shoppers with advanced knowledge.

Which audience (or all) will you be directing your content toward? _____

The majority of advertisers broadcast announcements of what they offer—accomplishing little. To lure this ‘perfect, bull’s-eye client,’ you must surgically narrow-cast a Minimum Viable Product template (a version of a product with just enough features to satisfy early customers and provide feedback for future product development).

Write down one basic product or service you provide. _____

Now, explain how it will solve a subset of bigger, related problems on your way to solving the grand problem. _____

Remember, your target customer is not the only person who hears your messages. Their friends and family are also influencers who will alert them to what you’re offering.

Describe the inner circle friend, confidant, or family member who may influence your targeted customer. _____

The Art of ... (Messaging)

Applying Sun Tzu's 'Art of War' Strategies toward Your Marketing

1. *Detailed Planning and Assessment*: Don't rush into action before thoroughly assessing the situation.

What key elements should you consider before naively spending on your marketing message?

2. *Waging War*: You need a sound tactical plan to implement your broad strategic plan. Don't just run into the advertising fray yelling how great you are with bravado.

Your basic message must be about more than the fact you exist. Write each specific quality you possess and direct it toward each target audience.

3. *Strategic Attacks*: Strategy equals enacting on paper. Seek to win with minimal (stress). Don't overspend. Designate and allocate.

Map out your budget for (each) marketing campaign.

4. *Tactical Dispositions*: Strategy comes before tactics, but your strategy must also consider tactical elements.

What kind (if any) of alternate (guerrilla) marketing might you implement as opposed to costly advertising? _____

5. *Use of Forces*: Your command system (managers) decides how resources are controlled and deployed in (marketing).

Who are your marketing people? What strategy (timing/focus/cost) will they employ?

6. *Strength versus Weakness*: To win, pool your strengths against your (competitor's) weaknesses.

List your brand's strengths/weaknesses vs your competitor's advantages.

Your brand's strengths	Your competitor's strengths
Your brand's weaknesses	Your competitor's weaknesses

7. *Tactical Variation*: As you implement your strategy, adjust your tactics based on real-time feedback. (Become a better listener.)

What do your "valued leaders" (trusted front-line employees) have to say regarding marketing strategies or marketing messages?

8. *Battlegrounds & Terrain*: Study the marketing landscape (internal/external areas of business operations) to make winning decisions. (Understand each venue—TV, Radio, Internet—and align your message with each venue.)

What medium(s) best suit your marketing strategy and why? _____

9. *Attack with (Fire)*: (Use your most powerful weapons/attributes) that can bring great damage to the (competition).

What do you want your audience to feel when they see/hear/read your brand name?

10. *Intelligence*: Gather, organize, integrate, and disseminate information effectively.

(You are in big trouble if you place your unwitting trust in some advertising neophyte who only wants your name on a sales sheet. Study, ask others, and learn trade secrets on how agencies and stations operate).

What specifics have you learned about the marketing and advertising industry?

You will know you are prepared when everyone in your organization—and each medium you hire—fully understands what their specific job entails. Don't be afraid to use a good idea even if it's uncommon and no one has done it before. If you believe it's good, do it. To be innovative, summon the heart of your inner lion.

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