

Business Success **Solution**

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BSS

Nail Your Marketing Message

There are 4 parts to the structure of your marketing message

- **Identify** Who is your quality client and what problem does she experience before reaching out to you?
- **Instruct** Rather than pitch your services, educate that person about the solution.
- **Inform** Share case studies and testimonials that show how others have applied your solution in the real world.
- **Illuminate** Paint a picture of the future by describing what's possible for your client once she no longer struggles with that problem.

Now that's the structure. Here are suggestions about what to post 4 types of marketing messages that grab attention

- **Awareness** Describe a pain point which your clients experience.
- **Education** Discuss something which is frequently misunderstood. Share the solution. And, the benefits.
- **Case study** Tell a story about a client where you connect the dots.
- **Action specific** Give them a specific next step. That could be a resource, consult or something else.