

Key Messages

Last month Bev Mayhew, Vice President of the Ulum Group, spoke to us about marketing. She gave a great presentation on ways we can promote our business effectively for very little money. I want to expand on one of those suggestions, developing **Key Messages**.

Key Messages are talking points about the essence of what you do and the benefits to be derived. They can be used in your literature, on your website, in advertisements, and shared verbally when you meet potential clients. The benefits you highlight are tailored to fit each audience. A Key Message is more than a slogan that is memorized and repeated over and over again.

What is the difference between a Key Message and a 30 Second Commercial?

A 30 Second Commercial is simply a targeted Key Message. It tells us:

- ✓ WHO you are
- ✓ WHAT you do
- ✓ HOW your services benefit members of the Women's Business Network *specifically*.

Creating a Key Message requires that you assess each speaking or marketing situation so you can target your message. That's what makes it so effective. Today we will create at least one Key Message and you will have a chance to practice it and get feedback.

Take a few minutes to consider, and answer, the questions below. I have placed my own answers under each question to give you an example to follow.

1. Who is the *primary* target audience for your product/service?

PROFESSIONAL ADULTS WHO ARE INTERESTED IN SELF-IMPROVEMENT, PARTICULARLY COMMUNICATION RELATED.

2. What makes your service special or unique?

Why should they do business with you?

IN ADDITION TO BASIC PUBLIC SPEAKING CURRICULUM, I ALSO SHARE TIPS AND INSIGHTS FROM MY OWN 11 YEARS EXPERIENCE AS A TEACHER, SPEAKER, AND TRAINER.

3. What are the top three benefits you offer your customers/clients?

1. IMMERSION TRAINING THAT QUICKLY IMPROVES SPEAKING ABILITIES.
2. SUPPORTIVE STRUCTURE WITH IMMEDIATE, POSITIVE, KNOWLEDGEABLE FEEDBACK.
3. TRAINING ENABLES STUDENTS TO SPEAK BEFORE LARGER GROUPS, INCREASING MARKETING IMPACT.

1.

2.

3.

4. Describe the essence of what you do.

A nurse could say, "I take vital signs and monitor people's blood pressure." Those are functions. The essence of what he/she does might be, "I help sick people become well."

I HELP TIMID SPEAKERS BECOME MORE CONFIDENT, AND COMPETENT SPEAKERS BECOME EXTRA-ORDINARY PRESENTERS.

5. Keeping the above answers in mind, put together a short (30 seconds or less) statement that speaks to your primary audience about the essence of what you do, the benefits you have to offer, and why they should hire you.

It should be easy to say and generate a question from the listener. They should want to know more! (Use the back of this sheet, or the bottom of the last page for your rough draft work.)

I DRAW UPON MY OVER 11 YEARS EXPERIENCE AS A TEACHER AND TRAINER TO HELP TIMID SPEAKERS BECOME MORE CONFIDENT, AND COMPETENT SPEAKERS BECOME EXTRA-ORDINARY PRESENTERS. THE SKILLS YOU LEARN WILL ALLOW YOU TO SPEAK BEFORE LARGER GROUPS, EXPONENTIALLY INCREASING YOUR MARKETING IMPACT. THIS TRAINING OFFERS RAPID IMPROVEMENT IN A SUPPORTIVE, SMALL GROUP ATMOSPHERE.

6. How might your Key Message change if you were speaking to a different audience?

To a group of teachers: THIS COURSE WILL HELP YOU LEARN HOW TO PRESENT INFORMATION IN A LOGICAL MANNER, AND TO ENGAGE YOUR STUDENTS AS ACTIVE PARTICIPANTS IN THE LECTURE.

To an executive level job seeker group: THIS COURSE WILL HELP YOU BECOME MORE ARTICULATE AND PROFESSIONAL IN AN INTERVIEW SITUATION.