

# MAGNETIC MESSAGING

# Crafting Your Message

- What is the (authentic) message you fully believe in, and want to bring to the marketplace?
- Who would most resonate with, and get the most value from you sharing your message and expertise? (Also must be willing to invest in themselves and their results)
- What is the big challenge / obstacle you can solve for them? What is their current PAIN they face as a result?

# Crafting Your Message

- What is the transformation you can deliver for these people as a result of sharing your message? How will their lives improve?
- How can you deliver your message in a way that speaks directly to them, meets them where they're at, and inspires them into action?

# Authentic Voice

## **T.I.M.E. FRAMEWORK**

Truths. Identity. Mission. Experiences.

# Truths

- To create a magnetic message, you must first have solid conviction and share what *you* believe.
- People will resonate with you because they believe what you believe, share the same values, and see you as someone who “gets them” and can help them
- What do you believe? What do you stand for? What do you stand against?
- What matters most to you? What unique perspectives do you have on what it takes to create results in your industry, that may go against what others are preaching?
- Share your truths, your beliefs and perspectives/philosophies

# Identity

- KEY: When you build a business that serve you fully, you have the fuel to serve others at the fullest, most powerful level.
- Share who you are. Use your uniqueness as a gift.
- What are you passionate about? What are the core values that shape your life/business? How can you add this into your messaging and branding?
- What the marketplace is missing is YOU.

# Mission

- Your mission fuels your message
- Lead with your big WHY
- What drives you? Why are you doing what you do? Why does this matter so much to you?
- Share with others why you're doing this... Let them feel your genuine passion to serve them, and conviction when you share your message

# Experiences

- There's power in your story
- One of the best ways to create connection, trust and authority with your audience is to share your past experiences, struggles and journey to where you are now
- Your story is unique to you - and will help you become magnetic to those who are currently where you once were, or want to be where you're at now
- \*Watch the lesson on your "superhero Story"

# VALUE BASED MARKETING

# Value Based Marketing

- **Philosophy:** Serve first. Make every interaction with you valuable. Become the trusted advisor (“Strategy of Preeminence’ by Jay Abraham)
- **Mindset:** “What’s something I can share right now to help my prospects get one step closer to his/her end goal?”
- When you focus on delivering value that provides a ‘quick win’ and helps someone get closer to their end goal, they look at you as the authority and someone who can help them
- *“Wow that’s cool. I’ve learned so much just from this free content. Imagine if I enrolled in their course/coaching/mastermind”*

# Value Based Marketing

- Commit to creating compelling content that is specifically for your tribe.
- Be okay with repelling those who don't resonate with your message, or wont be a good fit for your business.
- Focus on serving, but don't be afraid to tell people what to do and how they can learn more / get more help from you.

# Non-Pitchy Transition Ideas

- “If you liked what I covered inside this free training, and would like more help....”

“I hope you got value from this. I can only share so much inside this short video/blog post... which is why I want to invite you to....”

- “Now this is just one of the X steps I cover inside my brand new lead magnet (insert name of lead mag) which you can download for free here (insert link). If you got value from what we’ve shared so far, I know you’ll love what’s inside.”
- “Okay so you’ve been on the webinar with me now for #X minutes, you’ve learned my entire X step process... and now you may be wondering HOW can you implement this into your own life/biz to start seeing results now...

If this is you, I’ve put together a special offer for you where I’ll ...”

**UNIQUE HOOK + FRAMEWORK**

# Unique Hook

- Your “Hook” is the big idea you build your messaging and marketing around to capture attention and create desire inside your ideal prospects
- This is how you stand out from the rest of the crowd online, and create your own unique lane
- You don’t want to be another “life coach” “fit-pro” “business strategist” ... your hook takes the focus off you and your title, and is built around the big benefit and transformation you deliver

# Unique Hook

- Question: What's unique about your brand and the way you help your clients/customers?
- What stands out that is important?
- What about the way you do it will help them get results faster/with less struggle/long term compared to the typical solutions in the marketplace?
- How will you help them get results WITHOUT doing what they hate?
- What is the #1 most desirable result you help your people achieve? What's the #1 thing they struggle with, that you help them avoid?

# Examples

- **Fit Pro:** Your unique hook / angle is that you don't just focus on giving your clients meal plans and workout routines. You start with their mindset and helping them create a new sense of belief and confidence in themselves.

Big Benefit: They can create LONG TERM lifestyle change. They no longer have to jump from diet to diet. They are able to go after their goals, while LOVING themselves and their bodies.

- **Social Media Trainer:** Your unique hook is that you help your clients quickly create trust and authority in their marketplace by focusing more on mastering their message and market, than they do any specific platform.

Big Benefit: You show people how to build long term businesses that are profitable and in-demand without having to base their entire business on the success of any one platform

# Power Of Frameworks

- Frameworks = Complete Game-Changer
- If you want to package up your expertise and knowledge, the BEST way to do this is to create frameworks that break down your ideas, concepts and solutions into easy-to-understand (step-by-step) processes that create results
- Frameworks help you build the foundation for your free content and paid courses and programs

# Power Of Frameworks

- What are the steps your prospects must take to get from where they are at (current situation), to where they want to be (ultimate transformation)?
- What is the roadmap you'd have someone follow if you wanted to ensure their results?
- What are the steps you had to take on your journey? In what order?
- What is the first, most important step someone must take if they want to breakthrough and see results?

# Content Framework Ideas

- “Steps within the steps”
- In your content, you can create content around the different parts of your framework - and then funnel them into your paid offer which gives them the entire solution
- Break down the framework into smaller frameworks...

What are the struggles and obstacles people face on this topic? What do they have to learn, or do to move forward? What are some myths and false beliefs people have around this topic?

# Framework Example

- Weight Loss Coach: Framework is 1. Mindset 2. Nutrition 3. Exercise
- Nutrition: You can create content around helping people understand what it means to eat right, and help them overcome some myths, limiting beliefs and obstacles they have around diet and nutrition
- Content topic ideas:
  - **“7 Healthy (and Tasty) Breakfast Ideas you can make in 30 minutes or less”**
  - **“5 Myths about Healthy Eating, and why your current “diet” may actually be hurting you”**
  - **“How to meal prep while on a budget”**
  - **“One simple mindset shift to help you lost weight, without sacrificing all the foods you love”**

# Framework Example

- **Simple transition:** As you can see from this video, eating healthy is simpler and isn't as expensive as you may think...

Inside my brand new program, "Elite Mind and Body", I not only share with you a complete 30 day nutrition plan with more delicious recipes just like the ones we talked about in this video...

You'll have my complete exercise routine to help you burn fat and fast track your weight loss - while eating foods that fuel you throughout the day.

I also know the biggest obstacle people face is with their mindset around fitness and nutrition, which is why you'll also get my "Elite Mind" masterclass that will help you gain a stronger sense of confidence and self-love, so you can become the healthiest, and most strongest version of yourself in all areas of your life"

**Do you see how you can lead with value, and make investing in your offer an extension of your value and desire to help them further?**

# Action Steps

- Get clear on the big result / transformation you deliver for your tribe
- Create your Unique Hook / “Big Idea”
- What are the steps people have to take to solve their problem / transform their life/business?
- Map out your entire framework (recommend 3-8 steps), and some content topics around it