

The background is an underwater scene with sunlight filtering through the water from the top left. A bundle of white lines originates from the right side and fans out towards the bottom left. The text 'NEW | EDGE' is centered in the upper half of the image.

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## Getting Your Message Out the Right Way

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# Getting Your Message Out: 5 steps

- ❑ Understanding your target customers' mindset
- ❑ Understanding your competitors and their messages
- ❑ Stating your value proposition from the customers' perspective – moving from features to benefits to achieved goals
- ❑ Creating your message hierarchy
- ❑ Implementing your message hierarchy visually and verbally

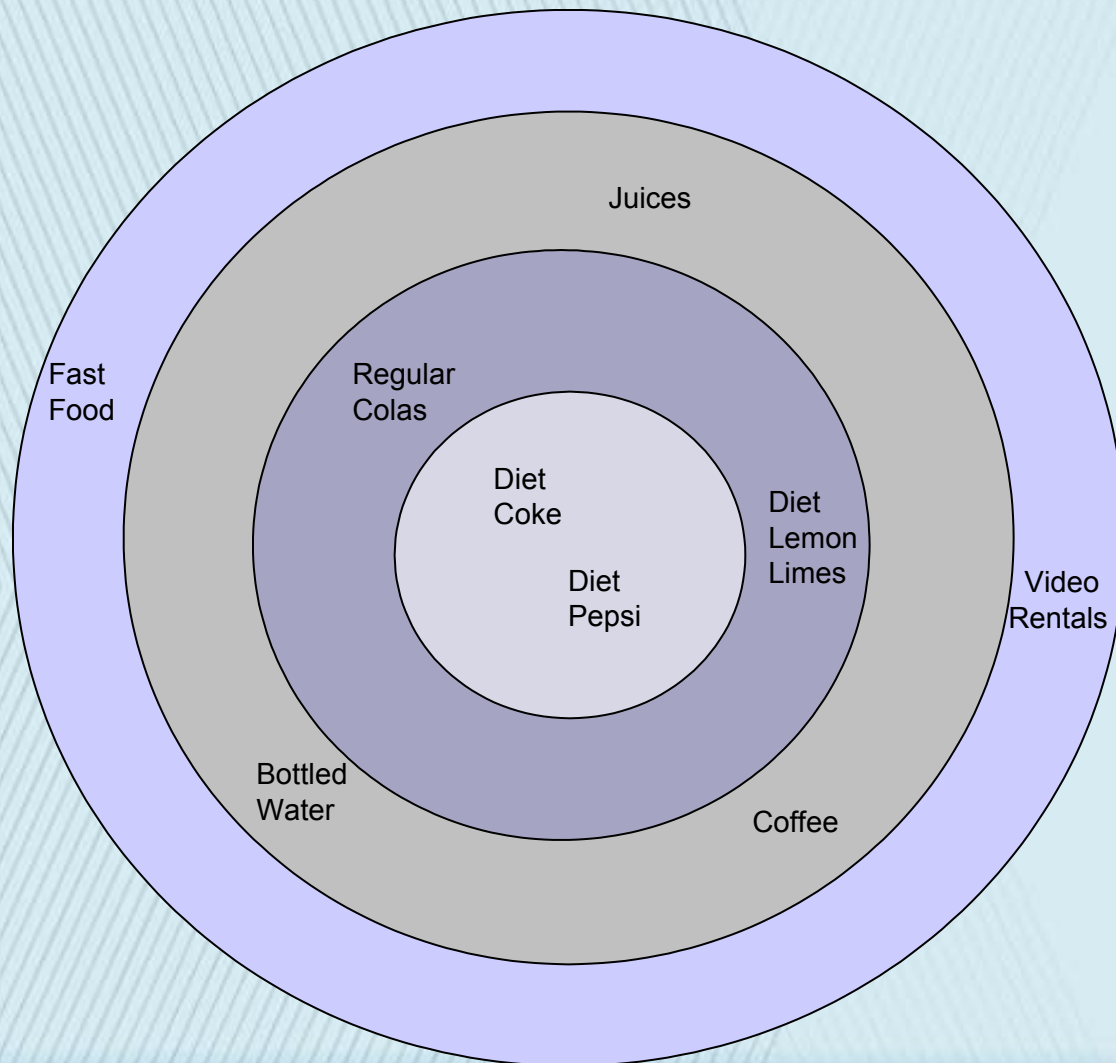
# Understanding your target customers' mindset

- ❑ Start with symptoms
- ❑ What goals are not being met?
- ❑ How can you help them meet these goals?
- ❑ How does this map to the benefits they want and you provide?
- ❑ How does this map to the features they want and you provide?

# Your customers' competitive set

- ❑ The competition isn't the competition.
- ❑ The competition is only who your target customers *think* is the competition.
- ❑ Who do they view as the competition?
- ❑ What do they view as the competitors' value propositions in terms of goals, benefits + features?
- ❑ What do they view as your value proposition, in terms of met goals, benefits + features?

# Who is your competition?



# Competitor Analysis

- ◻ What are their messages?
  - Content Analysis
  - Visual Audit
- ◻ What are they not saying?
- ◻ What are they not looking like?

# State your value proposition

- ❑ People don't seek out features
- ❑ People don't seek out benefits
- ❑ People seek to accomplish goals
  - ❑ Having a good time
  - ❑ Saving time
  - ❑ Building relationships with family members
  - ❑ Getting the energy they need for the day
- ❑ What are the relevant goals?
- ❑ How do you help the target customers achieve them?

# Value Proposition Statement

- We meet our target Customers' Goals by providing them with Products/Services delivered to them through price, location, distribution, promotion, and partnerships. They will choose us over competitors because we can meet their goals and bring them benefits, features better.

# Creating the Message Hierarchy

- ❑ If people only knew one thing about your offering (not company) what would you want it to be?
- ❑ If they had time to learn two things, what would they be?
- ❑ If they had time to learn three things, what would be the most important messages?
- ❑ Make every word count

# Implementing the message hierarchy across media

- ◻ Choosing the right media
  - ▣ Medium is the message
  - ▣ What do consumers use
  - ▣ Who is the decision maker
- ◻ Differences between web sites and print in terms of messaging

# Implementing your message hierarchy visually

## ○ Visual messages

- Choosing to communicate a message visually rather than verbally
- Credibility, no counter-arguing with a visual
- Subtle messages – look and feel

## ○ Visual Hierarchies

- Font and Graphic size
- Font and Graphic color
- Font and Graphic style
- Structure
  - Tabs
  - Paper size

# Implementing your message hierarchy verbally

- Parallel phrases
- Plays on words
- Grammar
  - Active versus Passive language
  - First person versus Third person

# Measure Response and Revise

- Get feedback
- Have people listen to your sales pitch
- Research failed sales attempts
- Do the Columbo close
- Listen, listen, listen

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Questions?