

Week 23 Focus – What's your message?

Focus Question: What are you doing to create a message that is clear, crisp and consistent? What is important to consider?

DESCRIPTION

We have spent the last few weeks exploring different marketing approaches which will have been of interest to virtual professionals and entrepreneurs. For those that are leaders and professionals internal to an organization, a reminder that positioning your message internally, and building a business case, draws on many of the marketing principles we have been talking about.

This week's focus on "What's your message?" is important to all virtual professionals and business owners. Being clear with your message, and its delivery is key to business success.

Across the span of a week we are constantly communicating. From formal presentations to meetings with your boss, to connecting with peers, communication happens formally and informally throughout the day.

This week's focus is *what's your message?* We'll explore it in the light of making a presentation.

It's often said that you have 7 seconds to make a good first impression. What's going to capture the attention of others with your message?

Consider the following:

- Distilling your message down to 3 bullet points. Take a look at this week's quote.
- Starting your presentation/communication with a factoid, photo or graphic to capture their attention.
- Asking a question to get people thinking about how the topic relates to them.

What's going to make the impression you want? In today's business context, being heard and being understood is critical.

ACTIVITY

Think about an upcoming presentation or message you need to deliver. It could be the announcement of a new program or offering. Work through these questions:

What's your core message? What is it that you really want to say? Distill it down to 3 bullet points.

What's your intent? What do you want others to do as a result of the presentation?

Key to creating memorable messages is that it is:

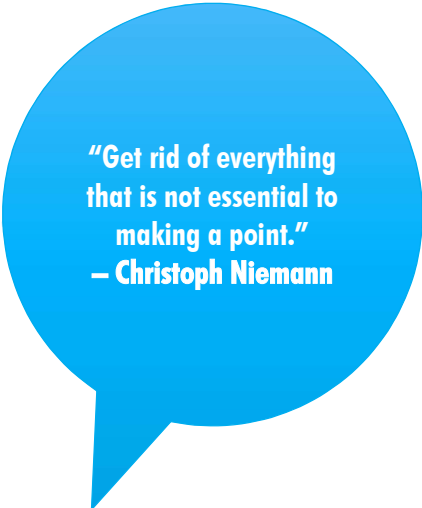
- Memorable – What will make this stand out? Is there a story or image you can share?
- Clear – Review your message. What's unclear?
- Understood – what are the terms or issues people are looking for? What are people listening for?

CONNECTION TO THE WORKBOOK AND PLANNER

Using the content planners and brainstorming space found towards the back of the planner can support you with your messaging. Also consider referring to some of the tips in Section 3 (Marketing and Promotion Essentials) as well.

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**"Get rid of everything that is not essential to making a point."
– Christoph Niemann**