CTP4

***SUMMARY KEYWORDS***

*program, clients, problem, hire, offer, core values, workbook, posts, checklist, alright, lollipops, fonts, business, core, step, limiting belief, professional, feel, journey, beliefs*

We are on Session Four which is your messaging.

I do recommend that you download your workbook in, so that we could who bear lives in this lecture. So, like I said, please download the workbook. They are really critical to the success of this program.

What we're going to cover today will be how to set your brand message. Even if you decide to outsource this particular one, they're on hire a marketing or a copy professional. You will still need this information to give to them so that they can better serve you.

Let's talk about brand messaging. Your client’s state of awareness will go into your core message, discuss client journeys, how to frame it out, and then we'll go into color and fonts. Okay, so let's start off with the brand messaging. The first brand messaging there is going to be a lot of little like, oh, what's the word I want to use? Easy to remember words.

Chris is the first one. There we go. So, what does Chris stand for? So, the see Chris, and Chris is clear. What's the problem? You have to designate what the problem is. And I'm going to use some examples throughout this particular session. Let's just say for my membership site, the summit membership. What's the problem? The problem there is making time to attend continuing education, heartfelt.

But why? Why are you doing this? What was my problem that led to this? You want to be able to connect with consumers. In this case back in 2011 when I was speaking at trade shows, the classes I wanted to take were being taught at the same time I was teaching. I couldn't take them, so there has to be a reason. I was solving a problem for myself for the same problem you're having.

You have to make it relevant that are relevant. How is it relevant to them?

Trade Shows are busy, not always feasible to travel to multiple good classes going on, at the same time stopping. We want to watch the competitions, shopping, having fun with friends, and all of those are posts in itself. Because you want to hit on each of these posts, want to make it interesting. That's why your solution will help them.

But what if you could watch quality online education at your convenience? So specific, that means it's a call to action, then you do this. I go over, identify the problem, make it heartfelt. It's relevant. Interesting. And then the specific call to action. And don't expect you to do this like this very minute. When we set up the next group call, we can go over this and go over your workbooks.

The next thing I want you to write in your workbooks is eight beliefs you disagree with and why. To tell you take a stance, not everybody's going to be your customer. You should not waste your time attracting the wrong people. Examples might be, beliefs that you don't believe in, looking for freebies, maybe people who feel they don't have to pay for things should be cheap and inexpensive.

This can also be political or social or religious issues if you feel strongly enough about it that you don't want to work with people who don't feel the same way you do, it could be something within your industry that you disagree with. I'm in the grooming industry, there are several things that can go in either direction. You're plucking, like yours don't faker so no clients come to class, pre clip, don't pre clip.

If there are things like that in your program that you want to be like really clear, this is what I stand for. Then take a stand. And then on the flip side of those eight beliefs you agree with and why you agree with them because that is how you're going to attract the people you wish to work with. And in the workbook, I have included 15. I'm only asking you to write eight. I wrote down 15 and they are my truths. It is printed out and it is laminated. So, I can see it if I ever have an issue on, should I do this? Or should I do that? I look to my truth. So, I keep to my messaging.

So, let's move on to State of Awareness. **What is State of Awareness**? Who is aware of what it is you have to offer? How I got four categories here? And how do you even know where these people fall? What I'm going to tell you to is pay attention to see who's responding to your posts, who's responding to other people's posts, which may involve in this, and in what manner are they responding.

The first category is, people are most aware but maybe they're not committed. Or maybe they don't think it'll fix their problem. So, I'm just going to use an example. I sell green lollipops, so the people who would be most aware would be as, *oh, I love green lollipops, but I didn't know where to find them.* That is how they are responding, that other people who are going to be most interested in your program.

The second one is they know your hungry lollipops, but they don't want it because you haven't made it clear on the benefits. Responses might be what's so good about every lollipop, so they do understand the benefit. They know you haven't, but they don't get the benefit of it.

The third one is they don't see your solution. It doesn't think what it is you have to offer is irrelevant to their problem. Three lollipops aren't very shilling. Now they're thinking that the problem and your solution only has say something to do with hunger. Maybe what you're offering is taste. You haven't made that clear. You didn't make it relevant to them. They know you have green lollipops, but they don't see how that is pertinent to them.

And the fourth is they really don't have a connection at all or there's like a total disconnect. They may not even think they have a problem. Who cares about green lollipops? I don't agree lollipops. Cupcakes are so much better. So, pay attention to when you are posting and what the responses are. You can start to categorize where they are. If your messaging is being clear and if you get to know that everyone is aware, oh my god, she's got me live UPS is awesome, but they're still not buying, then you need to fix them your call to action.

Your core messages? So, the core message is, first of all, you need to know what they want and what is it that they really want. Examples might be growth advancement, some challenging more money, flexibility in their life, better work life balance, and can your program give them any of those things? You need to identify their fears. Usually, it is some sort of failure, they're afraid of some failure, not providing for the family, from not being able to have a successful business.

What are they afraid of what’s happening in their life and being able to establish the connection between what it is that they want, and that overcoming their fears? Then there's what they think they want. And sometimes that's not the same thing and what they really want, what they think they want a quick fix. All band aid for the problem.

An example might be, never hire anybody, instead of learning how to drive and learning how to hire. What they want probably is in their business they want to have employee so they can have better work life balance. What they are afraid of is another hire going off to the wayside, not very long lasting. So, the quick fix what they think they want is to how to hire somebody, but what they really need is learning how to hire so something like this to appeal to that type of person might be a checklist of what the steps are that you should do in order to hire a person.

A great way to find out the answers to these questions is polls in the relevant groups, they're a great way. What is the biggest problem you having in your business or whatever it is on your program that you're looking to do? And see what the answers are. The next one might be why can't you do this? And see what the answers are. That's a limiting belief.

Limiting beliefs; it's the land of 1000 excuses, but those excuses give you information that you need to address so that they can get past it. Then the problem from the client’s perspective; they may not necessarily see what it is you have to offer. So, you need that quick win for them. Some of the quick wins I have done in mind programs was I have done pet first aid kit checklists.

I have done a free survey, so they could actually put a survey together and to get better information from their clients and organization. Checklist, write something that is pertinent to what it is I am offering. For example, the first aid kit checklist would be for whatever program I have that has something to do with safety, it has to be a connection. I would not offer a free pet first aid kit list if what I was selling was how to organize your time and your business, they are two totally different things.

You have to be able to give them something so that they feel they accomplish something and they will forward it how you have to give consideration to what they are getting out of your program. Examples, positive educational training provides easily affordable quality continuing education so that the pet professional can get a 500% ROI, return on investment. Something along those lines, something that says this, you do this, you get this. So, bring it along the desire my client has.

At the end of the day, what they really want is not necessarily the problem they think the problem is. Example, they need to hire more staff versus the freedom to be not tied to their business. The freedom to not be tied to their business is what they desire. Hiring more staff is how they get there. The problem my client has is, maybe it's not a strong employee-employer boundaries. Maybe their hires are not hanging on because the employer is not setting really good boundaries. Maybe there's a lack of consistency. Maybe they're allowing drama, maybe they don't have a culture, but whatever the reason is, there's a reason why and that's their problem.

The limiting belief that this client may have there's no good employees, and we thought that's not true. But that's a limiting belief that you need to account for. How do you get past and address the fact that there are good employees? You just need to know how to find them. So, the solution my client sees or needs is to learn how to hire the right candidate and set them up for success.

Now, my core message and this core message again; this is just my thoughts on the Pawsitive Educational Training online summit membership offers easily affordable quality continuing education for the time strapped discerning professional with six weeks to watch the recording while never missing out because they forgot to register for each month. Only including the two private members summit so that you can achieve the goals of financial security with a life outside your business. I attacked all the limiting beliefs, their fears and what it is they really want. Then I took this and I sent it over to my copy professional so that they can translate this from our website.

So, let's talk about some of those Core Values, and there is a little checklist and what you could put a lot of them. I’ll do quick screen share. So, it's all good. See what I mean by core values. These are Core Values. And in the workbook, I have my own list and you'll notice how pretty it is because I printed it out in color, I laminated, and I hang it in my office.

My Core Values is what I personally stand for in my business. It's not just a list of these; It's a list and why. So, I'm just going to read one, you can read the rest on your own time. Unapologetic, that's core value of mine. We unapologetically present as ourselves, we are the leaders in the professional pet industry who paved the way for others to easily follow. You need to decide what your core values are, and then a sentence to describe why that is a core value.

Then we're going to use my core values, and I'm going to name programs with them. When you name your program, it has to clearly indicate the end result that shouldn't be more. It should be three words something that's easy. So, it's a phrase, create that program. This one, that's the name of this program, the end result is, you'll be able to curry that program the end result.

Other programs that I have used is Online Summit Membership, that clearly indicates what it is you decide the name of your program. Three words utilize as many Core Values as you can in there, make it a phrase, but clearly indicate the end result. Let's move on to your client’s journey. There was like a really great exercise I did and it was a post-It notes because in order to know what my client journey is, I also have to know what my journey is. So, I'm going to take post-It notes

I do different colored posted notes. You're not going to see it on the background anyway. The different colors mean different things. From the time that if we go all the way back to Chris, that whole heartfelt when I decided and wanted to do that, why I’m on the journey to that point is one color. Any testimonials I received, and any life changing things, I would put that on, I'm going to track my own journey first, to see from where I started to where I ended, and what makes me really qualified to do that.

So, we start off with your journey, and put all the little highlights in there. Because all of those little highlights are going to be your marketing material. To client’s journey, there has to be changes, and the changes are either a number or an event is nothing else; it's a number, or it's an event. It's where you can get your testimonials from and be specific about how you want your testimonials to appear.

The before and this and after number, it has to be something that is measurable. That could be income, that could be the amount of free time or could be the number of clients’ percentage, but that's before number and then there's an after number. This is what it was beforehand and they work with you. And now it's this, or it can be an event. And events can be alright, wanting to be a speaker. It's something to wanting to do the thing if somebody was doing this for, let's say a weight loss program, event could be either a number, or the event could be like a dress size.

It could be let's say maybe for a wedding, before and after wedding that you were able to do the thing. So, there's a before and after with that. And a second part to that is, *how do they feel emotions cell.* So, there's an emotion beforehand, and then there's an emotion afterwards. An example would be a somebody's not feeling valued in their industry. And then they created this program, now they feel valued, they feel accomplished, they feel competence.

Whatever it is that they were feeling beforehand, compared to how they feel afterwards. We're going to move on to fleshing out your program, and I have included the program steps. What the program steps are, and I'm going to use this as an example. There are the first six; the first one is Module one, you watch the module number two is the crude oil. That's the second step. The third step is module two. And then the fourth step is the group cuff. Alright, and we go on. Those are steps.

So, step out your program, that it follows you do this, then this, then you do this, and then you do this, and then I want you to go look at your competitors. This probably somebody's doing what it is you're doing. There're two competitors want you to look at. You're going to put down the name of the competitor, what it is you like about it? What it is you dislike, what is your pricing and what is their offer? This will give you a comparison for when you put your out years out.

There, we are going to continue on with framing the program. It’s start off with, *what is your program*? Again, all of this information I send right over to my copy person because that's not my zone of genius. So, what's my program? my program was created that program with a complete guide to creating and launching an online program. Why is it special? So, this is where working beforehand, it's a step-by-step guide to going from dreaming to launching your educational career from a pioneer in the online educational world.

What makes your program special? What's the special sauce in that, and that also special sauce includes you. Why it works? six lessons, group calls and one on one. Who's it for? Anyone who has a skill they want to share, or legacy or they want extra income, or they want a new career, any of those are valid reasons. Need to go into how much time is saved or money made? Take years off your journey wasting money on piecemeal programs.

What results? Will they get skills and confidence to put their programs into the world? What is your method step by step? I'm not moving ahead until there's a grasp of the material. And then I'll have my copy person name, naming process. You should have a special name for your process. And that's where another hobby personal come in handy, we're going to call it. And when I will look at this, I'll probably look at my core values, and see what I come up with,

It's still logistics of how they can work with you. This is really important; it is great to put down all this information. However, there has to be a link to how they get ahold of you. All right, how they can work with you. And an easy link to do so. So, they do one click, and they can work with you. Alright, don't make them jump through hoops. Don't make them do stupid dropping emoji exactly how to work with you.

And another acronym we're going to talk about is now called **OPEN** **Discussion**. That's O, P, E and N. So, when you're thinking of doing your marketing material, all of this, this ties back again with Chris. However, you want to do it the same way another method, right? And I actually recommend that you spend time alternating and see how your messaging works best for you.

Alright, O - Outcome. Have you always wanted to get your programs out to the pet professionals? P the past. Okay, you got to think who you're speaking to here. I started to believe that speakers could not make a living teaching. I was using unprofessional platforms. It was making costly mistakes.

There was no continuity, or whatever all your problems that you had. He is a bit funny. I know I have the knowledge, but not the skills to get my programs out. And next step. So, what did I do? I looked for someone because I couldn't get it all in one package, always want to think what it is your package offers, and so that you are accounting for that you are leading up to what it is you're selling.

So, I looked for some ones, because I couldn't get everything that I needed to learn in one package. Alright, who was doing what I wanted to do. And then I was able to create a template of how I needed to get my programs up and lift in one place. Then the next, a new reality. Awesome, I did this. Now let's see how great things are right. Now I make more as a pet Perfect Pet Educator than I ever did as a mobile groomer.

Okay. And then the last end, next step, this is your call to action again, reach me at click here. This is how you work with me be clear and to the point. Let's move on to the last which is well next to last. Colors and Fonts. So, you want to make sure that your colors and the fonts that there's always consistency with it, and again, if you don't want to do this and you want to hire somebody do it.

That awesome logo that's in my background. I didn't do that someone else did that. For colors, you can. Colors have meaning, fonts have meaning in the back of our brains. And a good person who does logos and branding. They know that you in fact, you'll know you'll have somebody who knows that they're going to ask you a whole lot of questions about your brand before they even sit down to design your logo. but there are some places you can go to. You can go to Adobe Color, we'll right put that in the Google search.

I could put that into Google search. And you could see all the different colors, the color combinations, things that they recommend go together. And then citygrow.com. That's citygro.com/color-and-meaning-business-dash branding, dance, infographics slash, we'll put up a nice little infographic of different colors, what they mean and then what fonts.

The same thing and you can do Google search on that fonts, font meanings, color meaning, and same things going to get that information up to you. On the last thing we're going to talk about today is you create your program checklists and where you should be on it right now.

At this point, you should be deciding on what your presenting materials are and your supporting materials. Okay. Watch for the group call. And before we move on to module number five.