



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

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# TRANSCRIPT

### **VIDEO 1: The Heart of your Communications**

Welcome to this masterclass. I'm so excited to share this with you, it is such an important one, because it's about the thing that is very often at the heart of most small business's communications problems, lack of sales and clients.

And that's your messaging.

Without clarity of message nothing you say or do inside your content will stick. It's like trying to make a sponge cake without anything gooey to bind it.

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So if you feel like you're in a market or niche that's just getting noisier and noisier; you're probably right. You are. And you're probably wondering how you're going to be seen and heard in that market.

And its not just you. It's most small businesses in the online space.

And the biggest marketing challenge for us all is:

### **HOW DO YOU STAND OUT?**

Because the chances are you offer a similar service, of a similar quality at a similar price to hundreds if not thousands of people who do what you do.

And if that's not enough you also have another problem, and that is that your potential customers are feeling over-loaded and overwhelmed. In fact, they're receiving anything up to 3000 marketing messages a day.



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

And that means a coping mechanism kicks in and we go in to filter mode so that anything that isn't relevant or interesting they simply ignore. I've done you've done it Your ideal customer does it too. All the time.

So your challenge is: how do you break through the noise? How do you stand out?

Well, you've got to do 2 things:

1. you've got to craft a message that your ideal customer just can't ignore. (And this is why if you haven't got clarity on who your ideal customer is right now you need to go back to this first. You cannot speak to everybody. The only way to be heard is by speaking to a specific somebody. If you're struggling with this, pick someone you've loved working with or who you would love working with and pretend you are speaking to them with your messaging).
2. You've got to figure out what makes you different.

Because once you work out what makes you different from the competition, you create a league all of your own. And that way there's no competition.

So, in this masterclass is all about.

### **How you can break through your audience's sophisticated filter, and differentiate yourself through your messaging**

Now before we get started I want to reassure you that doing your messaging is not set it and forget it. You're not carving it in stone.

It's not a tattoo. Your messaging is constantly evolving as your business grows and YOU grow and change.

Inside the Fearless Content Journey plan you'll remember we talk about this being a journey of transformation and reinvention (if you haven't done that yet, do check it out as it's so valuable whatever stage you are on your journey). So don't let fear of being pigeon-holed stop you from getting started.

Remember what's worse than attracting the wrong customer? Attracting now customers at all.

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## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

**Your messaging is essentially how you talk about your business and the value it offers.**

And when your messaging is confused or confusing - your potential customers will just walk away.

Messaging therefore is the foundation on which all your content is built.

Now maybe you're not sure if you have a messaging problem or not. Well, here are 5 signs you have a messaging problem (and since your messaging will constantly be evolving as you and your business does, this is a list you can come back to time and again).

1. You've got something amazing to offer - but you can't tell anyone what it is in less than 537 words (and they're still a \*bit\* confused).
2. The clients you DO attract can't afford you - or discount you so much you start to feel cheap.
3. Your website's never finished, because you've no idea what to write.
4. You procrastinate creating content because you can't find a focus.
5. You feel like you have to pretend to be someone you're not to be heard. You don't know how to be you.

If you've said yes to one or more of those. Chances are you have a messaging problem. And that's ok, because you're doing this masterclass.

### **Now here's what that problem actually looks like in your business:**

Your busy, potential customer, ideal client, the dream person you want to work with, lands on your IG account or your website or your business page.

Their eyes scan around the page. And within 3-8 seconds they click the big cross and leave never to return again.

That is because, if they haven't figured out in a few short seconds:

- 1. What you offer**
- 2. How it will make their life better**



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

3. **Why they need to buy it now**
4. **Why from you rather than someone else (i.e what makes you different)**

They are going to go. Which means these four things are essentially the essence of your messaging.

### SO WHY ARE WE GETTING IT SO WRONG?

Well, there are two common messaging mistakes we see a lot:

1. **Common Messaging Mistake no. 1 is:**  
***Making them work too hard to figure out those answers to...***  
Who you are? how your service or product will make their life better? Why they need you now? etc.

This is because you are being too vague or round-about, on the value you offer. You're making your customer work too hard to figure out what is in for them. It's exhausting. Or confusing And they're busy.

2. **Common messaging mistake no.2 is**  
***You're not focusing on what REALLY matters.***  
You try to communicate everything you are - your qualifications, your job title, your experience - rather than focusing on the ONE thing that is pulling at your potential customer's heart strings.

Donald Miller, who wrote Storybrand (which if you have the inclination to read, I highly recommend) describes this as the thing that's going to make them '*survive or thrive.*'

And particularly if your offer is high ticket, so \$1K or more, it really needs to be marketed in a way where your customer *cannot live without it.*

**The question is: What's the thrive or survive element of your offer. Or another way to talk about it is: What's their high priority problem?**

When we talk about this we are thinking physical, spiritual, emotional, relational things. Because they are the things that people really care about:

Health, financial security, their relationships...



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

They care about living longer - not lowering their cholesterol

They care about being able to remember what it was like when their children were small  
- not about having more photographs

They care about having financial security - not about the passive income stream

Now we are going to be diving deeper into all these things over the course of the next few videos. But what I want you to do right now before moving on to the next video is sit down and write down and get clear on the following/

1. What exactly is that you offer? What is the product or service?
2. How will this offer make your customer's life better (list all the ways)
3. Why do they need to buy it now - what will happen if they wait?
4. Why should they buy from you rather than something else.

As I say we are going to be diving deeper into all these things over the next few videos, but I want you to start the thinking and brainstorming process right now. By answering those questions. Once you've done that. I will see you in the next video which is all about your mission.

### VIDEO 2: Your Mission

Welcome to video 2 which is all about your mission!

And a mission statement if you don't already have one to help you stay on message (and on mission), is a really handy thing to have, but remember, it is not your lead marketing message.

**Your mission statement is the short guiding statement that makes sure you stay true to your values and founding principles in everything you do.**

If you still haven't written a mission statement a good place to start is by answering these 4 questions.

- 1. What is your story?**

And by this, I mean your back story; the fluff-free direct path to where you got to where you are now.

Now the truth is there is not one answer to this question. In all our back stories we have many twists and turns and sub plots - hundreds of story threads that got us to where we are today. And while we care about them all and feel like they all are important because



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

they all got us to where we are now - every hurdle, every failure every success, shift in perception, opportunity and missed opportunity....

Your customer only cares about one of those story strands. And that is the one that resonates with them most. The story strand that most closely reflects the journey they want to go on themselves.

With storytelling, it's not what we put in that matters most, it's what we leave out. Because as you'll hear me say over and over - less is more. Less words, less ideas etc. Because the more you put in, the more you dilute what is really important, and we are going for lean, and potent.

So I'll give you an example of this. When I sat down to figure out what my best story strand to share with my audience would I had so many routes I could go down. I could talk about how I was a magazine journalist for 15 years and interviewed a ton of famous people - and yes that is a good way of building my credibility and authority, but I knew that wouldn't be the main way I could resonate with my IC. I could tell the story about how my dad's cancer diagnosis gave me the courage to leave a highly toxic job that was making me physically ill, and set me on a path to building my dream business. Yes, that's something that might resonate with my audience in my content, but it doesn't actually feed into my core message, which is about finding your voice, sharing your story and using communications to grow your business.

And at first I was like, do i have a story that will resonate on this level. Because I'm coming at this from a place of expertise. I've always done this. I've never been in my ideal customer's shoes and not been able to communicate...

And then I realised that was not entirely true.

In fact, there was a part of my back story that did tick all those boxes. It came a lot later on my journey but fit perfectly for the journey my audience is on. And that is that despite being a career writer, when it came to sharing my own message, my own story and communicating my soulwork, I had no idea how to start. Because I had spent so long writing for other people and other platforms, that I had to re-find my voice and unhide myself. And it was that journey that shaped the business I run today. And if you check out the resources you'll see how I tell this story in the context of my messaging in the resources section.

### **2. What are your guiding beliefs?**

*What matters to you? What do you stand for?*



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

Nb: Again there's a pdf you can download from this masterclasses resources, that lists a ton of values to help inspire you. And the process I follow with my clients is that I get them to pick 10 that speak to them, then explore the story behind why those values matter to them and what it looks like in your life. You can then stick with those 10 or you can distill it into a shorter list of whatever feels right..

### 3. What is your purpose?

*By that I mean, what do you help people to achieve?*

### 4. What is your vision?

*In other words, where do you see your business going?*

### 5. What is your strategy?

*By this I mean, what will you do to stay true to your mission statement?*

If you look in the resources section you'll find a downloadable example of how to put together your mission statement from a client of mine Pam, who transitioned from corporate accounting to an independent practice working specifically with agency businesses and helping them scale and grow through savvy financial management. There's also a downloadable copy of this available in the resources section so you can take a look at your leisure.

Once you've answered all these questions, you should have a strong idea of where you've come from, where you're going and have a set of guiding principles that are going to help form the basis of your messaging.

So before we move on to the next video which is all about how you communicate your message to your audience. I want you to hit pause and sit down with a pen and paper and do the following.

1. Get clear on your back story and decide which strand is going to most resonate with your soulmate clients.
2. Get clear on your guiding values and beliefs. You can do this by journaling and brainstorming and you can use the download of values available in the resources to help prompt you explore those ideas. A really good way btw of figuring out what you care about and believe, is look at things and situations that have made you mad and ask yourself why?



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

3. Get clear on what is your purpose - what do you help people to achieve?
4. Get clear on what is your vision - where is your business going?
5. What is your strategy - write down the ways that you are going to stay true to your mission statement?

And once you've done that I'll see you over in the next video where we are going to talk about your story brand formula.

### VIDEO 3: The Story Brand Formula

Anyone who's spent more than 5 minutes following me will know that I believe in storytelling and its power. And I'm not alone:

Steve Jobs said "The most powerful person in the world is the storyteller."

You may have heard that quote before, but what a lot of people don't realise is the reason he said this is because it was only after leaving Apple in 1985 and working with the master storytellers at what would later become Pixar, that he was able to return to Apple 12 years later and turn it into one of the most recognisable and successful brands ever. Steve Jobs used storytelling so powerfully in his messaging, marketing and content.

And the reason he did that is because he knew that as humans we're programmed to be drawn to stories. It's a survival mechanism. It's how we learn not to eat sweets from strangers, or wander off the safe path or judge a book by its cover.

It's how we pass on wisdom and make sense of complicated ideas. We just can't ignore stories because we are innately and magnetically drawn to them.

And that's why using brand story is going to be a tool that will transform the way you use messaging inside your business.

### So how do you use story in your messaging?

There's a really amazing book on this called *The Story Brand by Donald Miller*. Whether you've never heard of it, got it and not read it, or read it and not implemented it, in this video I'm going to distill the basic theory for you until you have time to dive a little deeper into it all.

What you're going to learn as you get more and more skilled at communications and content, is that if you want to write or communicate something well, you do not have to write from scratch. Formulas exist, not for the unskilled, but because they are what skilful communicators use over and over again - whether they know that they're doing it or not.



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

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So I'm going to share with you a storytelling formula that is age old, but which Donald Miller teaches us how to apply to your messaging, and its genius.

So this exact formula you'll find everywhere: in your favourite books, in whatever Netflix series you're watching and almost every Hollywood blockbuster.

You know this formula inside and out even if you couldn't actually sit and write it down right now. Broken down, a good story follows:

### **The Story Brand Formula:**

You have a character  
Who has a problem  
They meet a guide  
Who gives them a plan  
The character has some kind of Call To Action (CTA)  
They enact the plan  
Which helps them to avoid failure.

So just to give you an example from a story you may be familiar with:

### **Harry Potter**

CHARACTER: Harry Potter

His PROBLEM: an evil wizard wants him dead and to destroy the world as they know it

His GUIDE: Dumbledore

Who gives him A PLAN that will help him destroy Voldemort

Harry's CTA is that Voldemort kills a pivotal character in the story

So Harry ENACTS the plan

And he AVOIDS FAILURE (ie dying and Voldemort taking over the world).

To make these stories really powerful, the whole way through the telling of them, we always know:

What the character wants  
What's holding them back  
What's at stake  
What success looks like

SO HOW DOES THIS RELATE TO YOUR BRAND MESSAGING?



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

Well this is the ideal story that your customer will go on. It's their A to B transformation with you as their guide.

This is the journey you're messaging is going to walk them through to show that you understand them and their problem and that you have what they need to get what they desire.

So let's talk about how that looks in your messaging in more detail.

### **You have a character: who is the character of your story?**

Well, it's not you.

The big mistake that brands make is thinking THEY are the hero.

But as you may already know, the most important thing with copywriting is that you are always writing from the Point of View of your reader.

And that means, your reader, your ideal customer is the hero of your story.

### **Who has a problem... What problem is it that your character faces?**

This is the villain of your story. In HP it's Voldemort, in Finding Nemo it's not a person or a thing, but the big scary world AKA the ocean Marlon has to cross to reach his son.

To find the villain of your customer's story, you need to really identify the problem that is at the root source of it all.

This is where I want you to remember you are looking for the high priority problem. The thing that is actually causing them pain, and will probably be either financially, health-wise, in their relationships.

It has to be something they cannot live without!

So for example:

*I've a client called Charlie who is a branding photographer. Her ideal client's problem is not that they don't have professional-looking photos - that is not something they can't live without. Her IC's problem is that their visual presence is flat, unrepresentative, personality-less, corporate, boring and uninspiring which means that they are not magnetising the right people to their brand. Which means they are not making the money they want to make.*

*Another lady I've worked with is Vanessa of Flow Bake and she runs a gluten-free baking mix company. The problem of her IC is that they love baking for friends and family, but they*



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

*can no longer eat gluten and baking your own GF bread and cakes from scratch is mega hit and miss and usually not something anyone wants to share with you. They're high priority problem is they miss the joy and sociability of being able to bake and share lovely cakes and bread. This is something they are willing to pay for.*

### **So if you're not the character, who are you? You're the GUIDE! MEETS HIS GUIDE**

Donald Miller says:

*"The day we stop losing sleep over the success of our business and start losing sleep over the success of our customers, is the day our business will start to grow again."*

So the two things you need to do to be the guide is

#### **1. Show Empathy**

Show how you understand what it's like to be in their shoes because they want to be seen and heard.

Empathetic statements you can include in your messaging are:

- I know what it's like to...
- You don't have to [do feel be] like this anymore...
- Like you, I....

#### **2. Show Authority**

Show that you are competent and have the expertise to help them.

You can do this by sharing:

- Testimonials
- Statistics
- Other trust-building elements - awards and logos
- Talking about your on-going personal development or training
- Sharing case studies

### **THE PLAN**

This is the next step. And the plan of course is your solution to their problem.

So this is where you tell them what it is, your product, your program, your service.

### **CTA**

So in a story a CTA is a pivotal moment or event which makes the character embark on a certain course of action.



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

Your ideal customer needs a CTA too. But remember soft CTAs get ignored. Make it clear and directive. We're talking buttons saying things like Buy Now! Book a call! Etc.

Because sometimes all that's stopping your customer from buying your service, is that you haven't asked them to or told them how.

So of course they buy, they enact the plan and the final step is that they avoid failure. And this is so important in your message:

What is failure to your customer?

Donald Miller says

*"The only two motivations a hero has in a story is to escape something bad or experience something good"*

So you have to be clear what's at stake if your customer doesn't take action now.

It's the dagger hanging over a character's head that keeps us compelled and turning the pages. So what is there to lose for your ideal customer? What negatives will they be avoiding by working with you?

- Losing money?
- Losing Status
- Losing health?
- Time with loved ones

Dig into this deeply. What is at stake if they do not act?

So there we have it. The Story Brand formula in a nutshell. You're probably feeling a little bit "yikes!" at the moment. So here's what you need to go away to do:

1. Decide who your character is - your ideal customer
2. Decide what their high priority problem is that they are desperate to solve
3. Ask yourself, how you can show empathy and understanding of what your customer is going through. Either by just understanding what their problem feels like so accurately that it feels like you've jumped inside their head  
Eg: "You don't have to do/be/ feel like XXX anymore."  
Or by drawing on your own experience to show empathy with phrases like "I know what it feels like to...." and "Like you, I...."



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

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4. How can you build your authority - identify what authority building content you have: case studies, testimonials, trust-building elements like logos, accreditations etc
5. Your plan: Are you clear on what your solution is? Is it a program that's mapped out, a package, a product. You have to have something to actually offer them. A plan in place.
6. What is the next step? Is it a product they can buy straight away? Is it jumping on a call? What is your Call To Action?
7. What's at stake for your customer if they don't act now?

So go away, spend some time working through this now, because I guarantee it will be so powerful and feel so amazing to get clarity on all these bits of the jigsaw. And then I'll see you over in the next video where we are going to be talking about how to identify what makes you unique!

### Video 4: The Thing that makes you Uniquely You!

Welcome back! This video is all about working out what makes you unique! Because that is so important. It's the thing that makes your ideal customer choose you over the other guys.

Which is why in this video we are talking about *Your Unique Value Proposition*, and so often your whole message will pivot around this one or two sentences.

#### So what is a UVP?

Well, if your mission statement is created from your business's point of view. Your UVP is created from your customer's point of view.

It's what makes you desirable and different from your competitors. And this often is going to be your headline for the home page of your business.

So what is a UVP? Well it needs to be 5 things:

**Unique** - one of a kind (something your competitors can't or don't say)

**Desirable** - something your customer really, really wants

**Memorable** - It's got to be catchy

**Succinct** - not too wordy

**Specific** - You do not talk about the hundreds of other things you do (because I know there are tons). Just the one main benefit that your customer desperately wants in order to thrive or survive..



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

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WHAT IS THAT ONE THING YOUR PRODUCT OR SERVICE OFFERS THAT'S GOING TO MAKE THEM FEEL HAPPY, SAFE STRONG, HEALTHY...?

So they could be:

Save money

Save time

To become part of a tribe or be accepted by other people in some way

Maybe they want status

To feel well again

SOME EXAMPLES OF UVPs.

*The chocolate melts in your mouth not your hand*

This is the most famous and very first UVP and it belonged to M&Ms

It's unique - none of their competitors were saying this, and of course it's also desirable, memorable, succinct and specific.

*The Sleep Experts, because your sleep matters.*

Dreams a mattress manufacturer in the UK:

So rather than talking about how comfy their mattresses are, they talk about sleep (the main reason we want a mattress) - unique, desirable (who doesn't want a good night's sleep), memorable, succinct and specific. It's not talking about the quality of the mattress, that they're stuffed with hypoallergenic wool, that they are the best value on the market, that they have the longest life, even if their mattresses are all these things too. They sum it all up by focusing on the one thrive or survive desire their customer has: the desire for a good night's sleep.

So how do you work out your UVP?

Well if you've worked through the previous videos you will have already

1: Identified your customer's problem

2: Identified their thrive or survive desire

So step 1 to your UVP is sitting down to list all of the benefits of your product or service. (And I just want to point out here that there is a difference between the features of your service and the benefit.

*For example if the feature is a jacket potato with tuna is, the benefit is a healthy meal for one.*



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

*If the feature is a seasonal personal styling session, the benefit is effortlessly stylish all summer long.*

Step 2. Describe how all of these benefits are valuable - what will it actually look like in your customer's life?

Step 3: Then see how you can link that value to your customer's problem.

So let's say you were M&Ms.

So benefits of their confectionary include:

They are bite-sized

They come in a resealable bag

You can share them

Because of their sugar-coated shell (the feature) if you are holding a handful the chocolate doesn't melt until it gets in your mouth?

So that's how you work out your UVP.

And you know what you might not get it straight away. It might take months. So have it at the back of your mind. Good things come to those who wait and when you do think you've got it nailed. Make sure you come and share it in the group.

Until then, I'll see you in the last video which is all about how to write your elevator pitch.

### **VIDEO 5: Your Elevator Pitch**

If you can't sum up what you do clearly and succinctly in your Instagram bio or in a conversation, you aren't clear enough on what your message is. And it's really important that you can really quickly sum up who you are and what you do, whether that's at the beginning of a live or a video or at a networking event.

For example my current elevator pitch for my 1:1 service is:

*"Hi I'm Cate, I'm a writer, editor and story coach and I help thought leaders elevate their voice through the power of story so they can step on to a bigger stage."*



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

---

You've got to be able to trip it off, you've got to know what the outcome and transformation is, who you help and how, and that's where getting really clear with an elevator is going to be so valuable for you.

Essentially a formula you can use for an elevator pitch is:

***I help [this type of client] with [this specific problem] so they can achieve [desired outcome].***

And the 'so they can' or you could swap this out for 'which means that' is the thing they are *really* buying. They are not buying the journey, the product, the program, the service, they are buying that desired outcome.

For example: One of my students Claire styles beautifully branded workbooks for coaches. They aren't buying the beautifully branded workbooks though. They are buying the time this would give them to instead spend on growing their business.

So focusing on the outcome is key here. And the more specific you can get, the more you can make that outcome feed into that thrive or survive, high priority problem we were speaking about in the previous video, the more powerful your elevator pitch is going to be.

You can play around with the formula a bit - don't feel like you have to shoehorn it into that exact wording, it can instead be, something like I help [soulmate client] to achieve x by y so that they can [achieve desired outcome]. But it's essentially that outcome-focused three step journey.

***Detail and specificity really matters here.***

It is not enough to just say 'women' or even 'women entrepreneurs'. That is far too broad and no one will think you're specifically talking to them. Who is your ideal customer really? Who is that one person you are speaking to?

Is it 'women online entrepreneurs aged 40 plus who are struggling with tech?'

Is it 'heart-led women entrepreneurs with spiritual businesses?'

Obviously with certain bios your word count is limited, so you need to be looking at 2 things here:

1. Is the essence of your message - who's it for and what is the transformation - really clear?
2. Is the energy right. Are you embodying that leader you want to be. That's something I want you to be checking every step of the way but particularly when writing shorter things like elevators and bios because it's really easy to not own



## HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

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your worth in those little spaces of copy - because they can feel quite scary and more blatant I suppose and yet they are so important. Not everyone's going to go to your website. But they will at the very least read your bio. So it's about being brave and that word again, unapologetic here.

***So there it is, a very simple task for this final video: Write your one sentence elevator pitch using the formula  
"I help x with y so they can z".***

And once you've done that please come and share it in the facebook group and celebrate that you've got it nailed! Because even if you had an elevator before it's quite likely once you've done all the work inside this masterclass it may have changed.

Now that's the last video. Huge well done for doing the work and getting to here. This is a big subject. But it's also a really important one. So remember, use the facebook group to keep yourself accountable, get feedback from other members. And of course if you have any aha's from this masterclass or any of them masterclasses, I'd love you to come and share those in the group too.

Remember this is all about leading from the heart and being fearless with your content and getting your messaging right can be scary work.. It's about committing on some level and I know that can be intimidating. But it is so worth it. And I'm here for you and so is the rest of the Fearless community.

Thank you so much for watching.

x