Marketing Message Basic Output Part 2 (Sample)

9. What are the main re-occurring PROBLEMS & NEEDS, you note from above?

Frustration, irritation, regret, low-productivity, recognition, success, satisfaction, pride, accomplishment, peace of mind.

10. What are the main re-occurring BENEFITS & SOLUTIONS you note from above?

Reliable, predictable, consistent, holistic approach
leverage, growth & profitability, lifetime value, lower customer acquisition costs
Save time, money, stress and frustration.
Greater clarity, peace of mind/security, satisfaction, confidence & belief.
Reduce irritation, frustration, waste
Consistent service with predictable, transparent, value for money rates.

11. Can you link the main PROBLEMS/NEEDS with BENEFITS/SOLUTIONS within one or two sentences?

Say goodbye to the frustration of opportunity loss and slow business growth by leverage your time, money and marketing impact

If you need to improve your productivity with less micro-management and leverage your time into more business growth, then one answer s to delegate the creation & fitting together of your marketing & content jigsaw.

Get the satisfaction, sense of accomplishment and peace of mind that comes with delegating your content and marketing creation, co-ordination,and integration to a reliable, predictable, consistent assistant with a 360 degree holistic approach.

Opportunity loss leads to frustratingly slow business growth. Leveraging your time, money and productivity leads to satisfyingly fast business growth.

Slow business growth is frustrating and restricting. Fast business growth is satisfying & liberating.

If you need to find more time to boost your growth and make more money, one solution is to delegate your content and marketing creation, co-ordination,and integration.

Swap the frustration and opportunity loss of time-sucking micro-management for the liberation and opportunity gain of delegating your content and marketing creation, co-ordination, and integration to a reliable, super-assistant.

Every hour you delegate is an hour you can leverage towards the development and growth of your business.

12. Can you link this with your WHO, your WHAT, your USP or a combination of any of these?

Make the creation, delivery and fitting together of all your content and marketing jigsaw pieces faster, simpler and more productive.

Use the Super Assistant DFY System for Marketing & Content To Organise objectives, co-ordinate creations & Implement Integrations.

If you find the creation, organisation and fitting together of your content and marketing jigsaw a frustratingly slow time-suck Leave It To Me. I'll Get It Done For You.

13. Use this space to play around with all the different variations on the main themes you can come up with:

If you find the creation, organisation and fitting together of your content and marketing jigsaw a frustratingly slow time-suck, then you need a Super Skilled Actualisation Assistant.

Leave It To Me. I'll Get It Done For You.

I save online businesses time, money and opportunity loss by helping them create, co-ordinate and fit together all the pieces of their content and marketing jigsaw.

I save online businesses time, money and opportunity loss by taking the creation, co-ordination and integration of all their content and marketing jigsaw pieces off their plate, so they can...

I help you get the creation, co-ordination and implementation of all the pieces of the content and marketing jigsaw off your plate, so you can focus on growing your business.

I save online businesses time, money and frustration by helping them create, co-ordinate and fit together all the pieces of their content and marketing jigsaw, while they get on with growing their business
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14. Fine tune & combine the best ones:

We save online businesses time, money and opportunity loss by taking the creation, co-ordination and implementation of all the pieces of the content and marketing jigsaw off their plate so they can focus on growing their business.

Leave It To Us. We'll Get It Done For You

Avatar Basic Output (Sample)

1. Demographics

Name	Mark
Age	35
Sex	M
Location	London
Education	Degree
Marital Status / Family	Married with 2 young children
Home (rent/own/share/solo)	Own
Occupation | Job Title | Role	Business owner, entrepreneur, start-up founder
Business Category	Social enterprise
Business size	< 5 employees < £0.5m
Politics	Liberal/Progressive
Causes	Web neutrality. Human rights. Social equality.
Digital/Tech/Web Awareness	Med
Interests	Start-ups, entrepreneurship, marketing, personal growth
Info sources (sites, blogs, magazines, groups, media, influencers, authors)	Medium. Fast Company. FB. LinkedIn. Guardian. Entrepreneur.com.
Influencers	Ryan Deiss. Copyblogger. Chris Ducker. Remit Sethi. Noah Kagan
Authors	James Altutcher, Tim Ferris. Seth Godin.
Inspirational books	Start Something That Matters by Blake Mycoskie (TOMS)
	Screw Business as Usual by Richard Branson
	Lean Start Up - Eric Ries

2. Traits

Values	Growth of business and income so can provide for family, and spend more time with them. Hard work Plain speaking, honest, no-hype, ethical.
Attitudes	Hard work and perseverance pays off. I can always find a way. Waste not want not.
Beliefs	Never enough time and money. Funnels are time consuming and complicated. Finding good help at fair price is hard. Mailing list is key to success.
Lifestyle	Work/life balance is off-kilter but seeks change.
Ethics	White-hat, honesty is best policy. Against: manipulation, dishonesty, abuse, lies, hype.
Religion/Spirituality	Some scepticism about organised religion but generally open/growth minded.
Their favourite/defining quote or motto would be…	Nothing good comes easy. Work hard, play hard.
	Failure is opportunity to learn. Learn and you earn.

3. Cores

Problems	Too much time working. Family pressures and responsibilities. High costs in time money and resources to acquire customers
Fears	Wasting time and money. Failure. Having to get a 9-5. I'm missing something.
Dreams & Desires	4 hour work day. Financial security. Reduced costs and higher returns.
Objections	No proof. Expensive. Time consuming.
Challenges	Creating content and assets. Low conversions. Traffic costs. Competition.
Obstacles	Budget. Time. Resources. Knowledge gap. Proof.
Their dream mentor would be…	Richard Branson / Tim Ferris

4. Aspirations

Wants most	A thriving, profitable business that helps others improve their lives.
What do they need to get what they want?	Help reducing costs and increasing productivity, and systemising processes.
Why, why, why? (they really wants, needs, desires it)	More security, freedom, flexibility for family. Less stress, less worry.
	To feel accomplished. Give life more Meaning and purpose.
What do they feel they lack?	Sufficient knowledge and experience and time to do what they need to do effectively.
What kind of person do they want to be? What attributes and behaviours do they aspire to?	A successful entrepreneur, who makes a positive difference. Build a legacy, help others create value.
	Even temperament, inspirational leader. A positive influence. Grace under pressure. Firm but fair.
	To be productive, work smarter not harder.
How can you help them bridge the gap between who they are, and who they want to be?	Help them build a continually growing audience that can develop into customers, allowing them to provide value, grow business steadily effectively and efficiently into an income generating system.

5. Thinking & Feeling

The main problem on Mark's mind right now is how to find help in more effectively converting leads into subscribers, and efficiently turn traffic into customers. This makes him him feel confused, but curious and determined.

If he could remove this frustration, he could see a clear path forward, and make an actionable plan. And then he'd feel relieved, and more positive and excited about the future.

We can help him change the way he feels by providing a roadmap to follow, help in building, delivering and integrating assets.

Mark has experience in running a business, managing projects, but lacks expertise in copy, content, conversion optimisation, testing, tools and delegation.

Mark would like to embody a person who is able to effectively manage other people and systems for optimised productivity, while creating value in the world. But, the missing link is: how to piece together all the different resources, assets and content within time and budget constraints.

We can help him feel more confident by providing a structured roadmap and process to follow, reliable help in building, delivering and integrating assets.

Mark does have confidence he can figure it out and find a way, if he can just find the right plan, and the right people to help at the right price.

What Mark wants most is to feel confident he is on the right path, he's creating momentum, growing his business and he can rely on the people he has working for him to deliver what is required. Then he can delegate with confidence, and spend less time working in his business, and more time on growing and developing his business and has more free time to spend with his family.

We can help Mark feel better, improve his situation, solve his problems, and generally help him ascend to an improved situation by providing a clear way forward in the form of a framework for building a sales funnel, that will more effectively and efficiently bring in leads and convert them to customers.

We can also provide help assistance, co-ordination, tools and services that will help deliver the assets required in a timely and efficient manner, and without breaking the bank.

This will result in him being able to build an efficient sales funnel, all it's assets, a growing email list, a loyal customer base and a more automated sales system, which he can leverage into more profit without increasing workload, freeing up more time for other things.

Additional benefits would be: optimising the process for greater efficiency, return and lifetime value of customers, and reducing customer acquisition costs).

6. Process Story

Prior to purchase Mark was mostly thinking his sales system is not very efficient, or cost effective and is very labour and resource intensive. He was therefore hoping to find a better way to save time, resources, money and turn more leads into customers for greater profit and growth.

Prior to purchase Mark was mostly feeling: frustrated, tired, confused and stressed, because he didn't have a clear way forward; how to improve things. So, he began his research via search engines and social media, and first became aware of us and/or our solution through a sponsored post on FB leading to blog post. Once he'd found us, he felt intrigued, interested and some optimism this might be helpful way forward.

Although he still had objections and resistance such as: being wary of being sold things he doesn't need, being over-charged and wondering: where's the proof it works? He was able to overcome his objections and resistance because, we were able to demonstrate our honesty, integrity and authenticity and provide examples of social proof.

Other options he considered were: hiring a digital marketing consultant, hiring a DM manager and a DFY service. But ultimately, the thing that persuaded him our product was right for him was that: the advice and step by step process seemed logical as part of a bigger picture, making it easier to digest, and see what to do next. We appeared honest and authentic. There was a good balance between cost and commitment so less risky than some options.

The final trigger that made him decide to purchase was the conclusion (based on available info) that the downside risk was minimal, and it made logical sense to take up the discounted offer (and money back guarantee) while the opportunity was there.

He took his time to evaluate, and made the buying decision himself without needing approval from any superior.

Once he'd purchased he felt: excited, optimistic, enthused, motivated and ready to get going.

Once he'd consumed, the outcome was: he had a plan to follow, and had taken first steps, and began seeing results in the form of assets produced. This made him feel relieved, positive, optimistic and happy.