

# How to Clarify Your Message and Grow Your Business

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# ASTRONAUT

BRANDING + MARKETING



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**You're in the right place if:**



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- you want people to listen to, understand, and act on your brand message



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- you want people to listen to, understand, and act on your brand message
- you want to have the most effective messaging for websites, brochures, social media, pitches, etc.



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## Here's what you will learn by hanging out tonight:

- a proven communication formula that sells
- how to create clear and compelling messages that spread
- how to become a marketing master



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# Myths (Get 'em out of your head!)



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- I am not good at communicating.





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- Stories don't work for my industry.



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## Myths (Get 'em out of your head!)

- I am not good at communicating.
- People don't want to hear about my business.
- Stories don't work for my industry.
- Marketing is confusing, and I hate sales.



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# Why is crystal clear communication vital to growing your business?



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People buy things because they see or hear words that make them want to buy things.



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**One of the most common reasons a business dies:**



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# One of the most common reasons a business dies:

Spending precious time and dollars on marketing efforts that get no results.



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# Why Marketing Fails:





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## Why Marketing Fails:

- Does not focus on the aspect of the offer that will help people survive and thrive



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## Why Marketing Fails:

- Does not focus on the aspect of the offer that will help people survive and thrive
- Causes customers to think too much



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**Does your marketing pass the  
5-second test?**



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# Does your marketing pass the 5-second test?

1. What do you offer?



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# Does your marketing pass the 5-second test?

1. What do you offer?
2. How will it make my life better?



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**The key is clarity!**



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# The Simple, Clear, and Effective Brand Communication Formula:





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# The Simple, Clear, and Effective Brand Communication Formula:

1. A Character



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2. Has a Problem



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1. A Character
2. Has a Problem
3. And Meets a Guide



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4. Who Gives Them a Plan



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6. That Helps Them Avoid Failure



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1. A Character
2. Has a Problem
3. And Meets a Guide
4. Who Gives Them a Plan
5. And Calls Them to Action
6. That Helps Them Avoid Failure
7. And Ends in Success



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# Craft a Powerful One-Liner

A new and improved way to answer the question  
"What do you do?"





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*Who is your customer?*

**2. The Problem**

*What is their problem?*

**3. The Plan**

*What is your plan to help them?*



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**1. The Character**

*Who is your customer?*

**2. The Problem**

*What is their problem?*

**3. The Plan**

*What is your plan to help them?*

**4. The Success**

*What will their life look like after you do?*

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