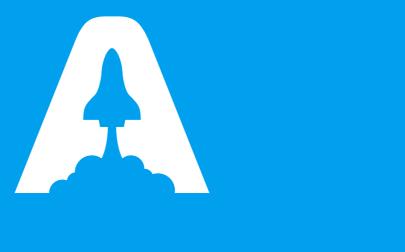


How to Clarify Your Message and Grow Your Business

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ASTRONAUT

BRANDING + MARKETING



You're in the right place if:



You're in the right place if:

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



You're in the right place if:

- 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.



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





I am not good at communicating.



- I am not good at communicating.
- People don't want to hear about my business.



- I am not good at communicating.
- People don't want to hear about my business.
- Stories don't work for my industry.



- 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.



Why is crystal clear communication vital to growing your business?



Why is crystal clear communication vital to growing your business?

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



One of the most common reasons a business dies:



One of the most common reasons a business dies:

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



Why Marketing Fails:



Why Marketing Fails:

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



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





1. What do you offer?



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



- 1. What do you offer?
- 2. How will it make my life better?
- 3. What do I need to do to buy it?



- 1. What do you offer?
- 2. How will it make my life better?
- 3. What do I need to do to buy it?

The key is clarity!





1. A Character



- 1. A Character
- 2. Has a Problem



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



- 1. A Character
- 2. Has a Problem
- 3. And Meets a Guide
- 4. Who Gives Them a Plan



- 1. A Character
- 2. Has a Problem
- 3. And Meets a Guide
- 4. Who Gives Them a Plan
- 5. And Calls Them to Action



- 1. A Character
- 2. Has a Problem
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- 4. Who Gives Them a Plan
- 5. And Calls Them to Action
- 6. That Helps Them Avoid Failure



- 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



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



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

1. The Character Who is your customer?



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

1. The Character

Who is your customer?

2. The Problem

What is their problem?



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

1. The Character

2. The Problem

3. The Plan

Who is your customer?

What is their problem?

What is your plan to help them?



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

1. The Character

2.The Problem W

3. The Plan

4.The Success

Who is your customer?

What is their problem?

What is your plan to help them?

What will their life look like after you do?



Let's connect on LinkedIn Search for Stephen Lockwood

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