How to Clarify Your Message and Grow Your Business

Stephen Lockwood
Founder of Astronaut Branding & Marketing
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 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
Myths (Get ‘em out of your head!)
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- I am not good at communicating.
Myths (Get ‘em out of your head!)

• I am not good at communicating.

• People don’t want to hear about my business.
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.
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.
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:
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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
Does your marketing pass the 5-second test?
Does your marketing pass the 5-second test?

1. What do you offer?
Does your marketing pass the 5-second test?

1. What do you offer?

2. How will it make my life better?
Does your marketing pass the 5-second test?

1. What do you offer?
2. How will it make my life better?
3. What do I need to do to buy it?
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!
The Simple, Clear, and Effective Brand Communication Formula:
The Simple, Clear, and Effective Brand Communication Formula:

1. A Character
The Simple, Clear, and Effective Brand Communication Formula:

1. A Character
2. Has a Problem
The Simple, Clear, and Effective Brand Communication Formula:

1. A Character
2. Has a Problem
3. And Meets a Guide
The Simple, Clear, and Effective Brand Communication Formula:

1. A Character
2. Has a Problem
3. And Meets a Guide
4. Who Gives Them a Plan
The Simple, Clear, and Effective Brand Communication Formula:

1. A Character
2. Has a Problem
3. And Meets a Guide
4. Who Gives Them a Plan
5. And Calls Them to Action
The Simple, Clear, and Effective Brand Communication Formula:

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
The Simple, Clear, and Effective Brand Communication Formula:

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
Craft a Powerful One-Liner

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

1. The Character  Who is your customer?
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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?
Craft a Powerful One-Liner

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?

3. The Plan       
   What is your plan to help them?
Craft a Powerful One-Liner

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?

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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