

Thought Leaders
BUSINESS LAB

EPISODE 294

Create Messages That Matter

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Having your message clearly understood by your audience is essential to your success. Specifically, creating powerful messaging that really matters.

How can you create an effective marketing message that resonates with your potential clients?

Are you sending a message that's in alignment with your brand?

In this episode, I'm joined by Ashlee Sang, who works with purpose-driven founders to get clarity around their brand messaging strategy. She's helping them make an impact so they can grow their business.

Brand messaging is the foundation of your business. If you can get this right, it will make everything you do in your business so much easier.

What is brand messaging?

It's essentially what your business stands for and what it's known for. This includes the brand statement. For example, we help X type of person do Y. Sometimes, a brand statement is referred to as a unique selling proposition.

It's also about defining why your business exists and for whom it exists. Having a purpose lets you and your team stay connected to your why.

Once you are clear on your brand statement, it also helps align your other business processes like hiring and decision making. You also need to think about the values your business has. Ashlee calls these gut-checks. These will help you decide things like what packaging you want to use, the type of client you want to serve, and what conference you will attend.

Remember, if everything is aligned, it's an easy yes. If it's not, it's an easy no and you don't have to waste your time, money, and energy.

Your audience is a very important part of your brand messaging. You have to make sure your messaging hits the right people. This is why it's important to use the words that your audience uses. You have to touch on the problems that they have and solve those problems.

How to unpack the right message

I see so many coaches struggle with unpacking the right message for their audience especially when they're introducing themselves to other business owners. On the flip side, people buy from confident coaches and business owners, so having your message clearly understood by your audience is essential to your success. Specifically, creating powerful messaging that really matters.

Brand messaging is the foundation of your business. If you can get this right, it will make everything you do in your business so much easier.

But simple doesn't mean easy.



Begin by thinking of the problem that you're solving. If you're a coach or a course creator, think about why people need your coaching or why would they sign up for your course? You are the missing link between their problem and the transformation they want.

You have to show them that you understand where they're at and where they want to be. When you create this kind of messaging, it's more likely that the message will be heard by the person and stick in their mind. Whether you're at a networking event, talking to an old colleague, you want that stickiness factor.

Likewise, the more specific you can be, the better. While this can be scary when you're starting out, the earlier you niche down the easier it will be for you to be top of mind when the situation arises. You have to find the right type of person you want to serve and figure out how and why you're serving them.

You have to really boil down to the essence of what you're doing. Also make your message short, sweet, and snappy.

Creating a message that stands out

Short, sweet, and snappy means that your message should stand out but does not come across as weird. Instead, it should be easily understood.

Make sure you're not using too much industry jargon or made up phrases from your framework. This can be a great thing for your current clients but won't really make an impact on people who aren't behind the curtain.

Taking the example of niching, leadership is an extremely broad topic. Be specific in your offering like emotional leadership, or how you can tap into your intuition or your emotional intelligence to become a better leader. This will help you attract the right people, and repel the ones who aren't in your target market.

Why would you want to repel anyone?

If you've been in the space for a while, you are probably able to identify clients that are amazing and you love working with. It feels easy, and everything you do just clicks. On the other hand, there are clients that feel like a bit of a struggle.

These are the types of clients or people you want to identify, and repel in your business.

Your model, values, and personality don't align with them. Don't waste your time trying to make things work or trying to fit them into your box.

It's better to repel people that aren't the perfect fit and focus all your energy on the people who are the perfect fit. The people who are the perfect fit are the bullseye. Ashlee shares her experience with axe throwing.



That's how she views brand messaging. Your pricing, packaging, and messaging should be focused on that. Here's the good thing. Even though you're aiming for the bullseye, if you miss sometimes, you can still get points serving someone outside the bullseye. If they're not the perfect fit, it's still a pretty seamless experience because they're close enough to your target audience.

But it doesn't stop there. The wider circle might just be a lower touch point like an online course, which can serve more people.

Your message should evolve

Your messaging should evolve as your business and audience evolves. When you're starting out, you begin with a core audience because that's what you know and what your experience is. But your audience will grow over time, and these people will be bringing in people who are like them.

That's when your circle begins to expand and you'll soon realize you may need to serve them with a completely different offering. You're going to need a different type of messaging for both types of products. Ashlee makes sure her messaging is very audience-focused.

To do this, you need to go back to your mission and values. This will allow you to focus all your energy on the right prospects and expend your resources under that umbrella. Ashlee loves the idea of an agile business because businesses fail if they're not agile.

With that said, don't let your brand messaging box you in. Instead, it should give you the boundaries to be able to expand strategically and creatively. Also, there should be sufficient confines to have some direction behind it.

Once you get your brand messaging right, you become secure at what you do along with the freedom to explore that. Remember, the what can change but the why is a little bit constant.

It's about the people you're serving

Your business won't thrive if there are no customers. That's why it's important to have customers coming back to you, to have them refer others, and give you feedback on your brand.

Everything you do in your business should be centered on serving your audience. But that doesn't mean you have to compromise your values and company culture.

Ashlee suggests you think about your customers and how they perceive what's the valuable price for them. It's not about what you think they can afford. Instead, it's the price that makes them value what you're offering them or the price that they would feel they've invested.

Include content pillars

Ashlee strongly suggests you get clear on your content pillars. These are the core topics that you always talk about. While this might seem repetitive to you, these topics will never get old with your audience.



Having content pillars will reinforce your message and will help you position yourself as an expert. It will also give your audience the context they need to understand how you can help them. Using stories in your content is extremely valuable.

You can draw stories from your past experiences, coaching calls, audience feedback, and even have people submit their own stories. The good thing is, you don't have to generate all the content if you can make it user generated.

However, don't share stories that are triggering for you, or if you haven't worked through them yet. Being raw and vulnerable can work for you, but ensure you share from the learning, not the wound.

Ashlee also suggests creating a story bank as this will help save time, and keep you on point when you're creating content.

Ashlee's brand messaging template

Ashlee's brand messaging template is a DIY version of the larger brand messaging strategy that she does with her clients. More importantly, it helps business owners reflect on what they want their brands to stand for and keep things in alignment.

Businesses should not be operating based on theory. Instead, it should be grounded in practicality. The template poses some questions and provides the framework to help you brainstorm. It is helpful whether you're starting out or you're been in business for a while.

Here's a [link](#) to Ashlee's brand messaging template.

In Conclusion

Your brand messaging will help you deliver effective and powerful marketing messages to the right audience. Not quantitatively, but a more focused method to get to the right people. Likewise, it will help everything you do easier. Moreover, it will help you repel the wrong audience. As Ashlee said, brand messaging works the same way with axe throwing. The more specific you are, the better it is for your business.

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