SENDING THE RIGHT
MESSAGE
Fast Break Breakfast
11/11/11
BUSINESSES INVEST MORE TIME...

... Figuring out where to advertise.
... Learning how to navigate Facebook.
... Finding the best price on toner cartridges.

Than on

WHAT MESSAGES SHOULD WE BE SENDING?
WHY INVEST IN MESSAGE IN DEVELOPMENT?
Obama says Kardashians set bad example

The president doesn't approve of Sasha and Malia watching the reality show, says Michelle Obama: 'His concerns'

- 'Keeping Up' images
- '90s X' responds to critics
- 'Crebs' serious side

Exotic animals escape in Ohio
Obama denies Kardashians
Bear cub found in produce aisles
Simon Cowell's big mistake

TRENDING NOW
1. Hipster cop
2. Susan Sarandon
3. Michele Bachmann
4. Yucca Mountain
5. Tech stocks
6. Dreamliner
7. Chord Overstreet
8. Mortgage rates
9. Escaped animals
10. Illegal immigration

Rising: 'This is the show'

Efforts to save dogs dumped in Everglades

Find star styles on The Thread
- Stars' style secrets
- Bargain-shopping celebs
- Who wore it best?
WIIFM?

If you don’t answer the **WIIFM**, plan on doing business **WIIFOUTEM**.
THEY DEFINE YOUR CUSTOMER EXPERIENCE.

Expectations not set cannot be met.
BY DEFINING YOUR MESSAGES WITH THESE FILTERS IN MIND, YOU WILL:

- Define your competitive advantages
- Frame your elevator speech
- Equip your entire team with tools that help them clearly and consistently describe what you bring to customers
- Differentiate yourself from others
- Gain content for story-telling
- Build a great list of search terms for your website
FUNCTIONAL VS. EMOTIONAL BENEFITS

**Functional Benefits**
- How things work
- Facts
- Tangible features
- Physical attributes
- Quality

**Emotional Benefits**
- How I feel when I interact with a product, service or company
- First or lasting impressions
TO UNCOVER YOUR BENEFITS: START WITH FUNCTIONAL BENEFITS

- Make a list of what you do (or what your product/service does)
- Make a list of the *features* of your products or services
  - Define quality
  - List key characteristics
  - Capture the aspects that are tangible, even if you’re in a service industry
NOW COMES THE TOUGH PART…

- What do customers gain *emotionally* from those functional benefits?

<table>
<thead>
<tr>
<th>Functional benefit</th>
<th>What customers gain <em>emotionally</em> from that benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manicures that last three weeks</td>
<td>Freedom to fit more into their schedules without sacrificing beauty</td>
</tr>
<tr>
<td>Roofs that are durable</td>
<td>Peace of mind that their roof will withstand a tough Ohio winter</td>
</tr>
<tr>
<td>Business coaching that boosts sales</td>
<td>Confidence that their strategies will pay off</td>
</tr>
</tbody>
</table>
THE BEST WAY TO UNCOVER EMOTIONAL BENEFITS:

ASK YOUR CUSTOMERS WHY THEY TRUST YOU.
HOW TO APPLY YOUR MESSAGES
AFTER YOU’VE IDENTIFIED YOUR
KEY MESSAGES (AIM FOR 3)...  
- Communicate them to your entire team
- Use them as fodder for website content
- Look for ways to find real-life stories that support your emotional benefits
  - Great for elevator speeches
  - Perfect content for social media sites
TRY NOT TO...

- Try to tell me everything. Remember the filters – **keep it simple**
- **Use jargon**
- Use more “we/ours” than “you/yours”
- Fall back to words that don’t mean anything to most people:
  - Solutions
  - Quality
  - Innovation
  - Meet your needs
Q&A

Fire away!