Verret & Associates

Your One Audience.

Regardless of how many different types of consumers you may speak to as your "Audience," the fact is your business does one thing. You may speak to those different types of audiences a bit differently, but the core of what you do must be SINGULAR.

Your audience will only remember 5% of what is 100% important to you. Finding that right 5% takes understanding what they need, explaining it to them on their terms and connecting to them as one of three things that any audience will remember.

In their eyes, are you **First, Best or DIFFERENT**? That is all that matters and all they will remember.

Your One Message.

This document is a guideline on how to talk about your business to your audience. It is an order of information that positions your brand and your business the right way.

Think of it in the context of following a recipe to cook a meal. When done with the right ingredients and in the right order of execution, the result is **CONSISTENCY.**

Consistency in your message, your marketing, your sales presentation and your networking. It becomes the ONE WAY to talk about your business.

And that is what your Audience will remember as DIFFERENT.

In the Right Order.

Like a **Slinky toy,** this message may be stretched out longer or constructed shorter, for use as Your networking pitch, your Sales Presentation and your website structure. It is the blueprint for all of your marketing and sales initiatives, as it is the one way to talk about yourself.

HOWEVER, the easiest way to break a Slinky is to get the coils tangled in the wrong order. It doesn't work anymore from that point on.

The way you talk about yourself is based on **Order of Information.** To get the most effective use, always ensure that the order is maintained, and your message will stay targeted to your audience and consistent to your product or service offering

"Elevator" Approach To Message Architecture
Build Your Message One Floor At A Time

Your message is not about your business. It is about how your Audience perceives what you do. As They connect if you stand out as being one of three things in their eyes: **First. Best. or Different.**

If your message does not connect with them in one of those ways, **they never see what your business can do**. And that is a wasted opportunity.

The "Conversational" Approach to Your Elevator Pitch
They key is form a connection with your audience and take them through your story on an elevator. Think of your Message as a **Conversation** that takes place over 8 floors:

1st Floor: Connection. *"What do you do?"*
- Intent is to get your audience to say **"Tell Me More"** in no more than 10 words
- **Without** saying exactly what you do! Get them intrigued.

2nd Floor: Audience and their Challenge. *"Tell me more."*
- **Who** do you help?
- **What** are they going through?
- **How** do you relate to your Audience in a "human-friendly" way?

3rd Floor: Your Solution. *"So, what do you do for them?"*
- This is a **simple way to say what you do**, before getting into your products and services.
- Ties back to Connection. You need your Message to relate from floor to floor
- This is meant to set up getting into the details of what you do.

4th Floor: Your Process. *"How do you accomplish that?"*
- A simple, **3-step overview of HOW** you do what you do
- Leads the audience through their experience
- This should support how your product or service is experienced

5th Floor: Your Services. *"What are the services you offer?"*
- Take them through **what they get,** and how it relates to the process you laid out
- Now the services are more closely related to them because it was set up first.

6th Floor: The Benefits. *"How does it help me?"*
- Coming out of the process, **what is better for them?**
- Relates to the Challenge you established for the audience on Floor 2

7th Floor: Call To Action. *"What have you done that proves it?"*
- Case Studies/Testimonials

8th Floor: Call To Action. *"How do I work with you?"*
- What do you want them to do next?