



Marketing Message/Elevator Speech

Homework Assignment #2: The **biggest mistake** to watch out for: Thinking that your message is a **description** of what you do, the **modalities** you use, or what you know your clients **need**. A **good marketing** message speaks to the **struggles** of your ideal client, makes them feel **understood**, and paints the picture of something they're **urgently wanting**.

NEEDS (what I know they need):

URGENT WANTS:

Outline Your Marketing Message

I work with _____

Who want (urgent wants) _____

But who struggle with _____

I teach/share/offer _____

So they can _____
