

Getting Messaging Right

5 Steps to Crafting and Delivering Prospect Messaging More Effectively

April 19, 2010

Use this workbook to take notes for the Webinar

A. WEBINAR OBJECTIVES

Most of us can drive cars, but few of us would escape with life and limbs intact if we were invited to drive in the next Indy 500. The consequences of a mistake in an Indy race deter many of us – unless we could sign up for some intensive training in advance.

Most of us feel comfortable with our communication skills. But communicating to customers and prospects is to everyday communication like driving in the Indy 500 is to commuting.

A big difference is that mistakes in customer communications don't leave people bloodied (or worse). In fact, it is often challenging to determine if something we produce is effective or not. As a result, many companies unwittingly make mistakes that could easily be avoided.

The purpose of this webinar is to provide you with Indy 500-level intensive training, but for customer messaging. We will share insights and frameworks for getting messaging right.

After this webinar you should:

- Understand the terminology soup of positioning, value propositions, sales-ready messaging, etc.
- Have tools to assess the effectiveness of marketing output such as home-pages and online ads.
- Comprehend why marketers unwittingly produce ineffective messaging and how to avoid those traps
- Gain tips for how to start improving your messaging immediately

This webinar features Kathryn Roy, managing partner at Precision Thinking, a consulting firm that helps B2B technology companies boost their sales & marketing effectiveness.

Kathryn has over 20 years of experience helping some of the most successful and fastest growing B2B companies including IBM, Avid, CA, Lotus, AT&T, Kronos, Novell, Giga, Phase Forward and dozens of other technology companies.

Kathryn has published in HBS Working Knowledge, Marketing Profs, Guidestar, and Mass High Technology

B. WEBINAR AGENDA

- What is "good messaging"?
 - i. Terminology
 - ii. When to use which message
 - iii. Examples
- Why do so many go astray?
- How do you get messaging right?

C. WHAT IS “GOOD MESSAGING”?

- “Bump-into” messaging is for when

- “Rope-em in” messaging is for when

8. “Bump-into” messaging	
Wh__	Are you doing something for companies like us?
Wh__	Could what you do solve our problem?
Wh__	How is this better than other options?

17. Terminology Soup			
Term	Who	What	Why
Value proposition Compelling reason-to-buy			
Differentiation			
Positioning			
Sales-ready messaging			

18. Positioning a la Geoffrey Moore	
Who	For (target customer)
	Who (statement of the need or opportunity)
What	The (product name) is a (product category)
	That (key benefit aka compelling reason-to-buy)
Why	Unlike (primary competitive alternative)
	Our product (primary differentiation)

121. "Rope-em in" messaging				
Stage	Main Message to <i>Unengaged Prospect</i>	Who	What	Why
Latent need	What status quo is costing you	✓	✓	✓
Pain	We're a great place to go to sort out what you need	✓	✓	✓
Vision	Why we're worth including in your evaluation	✓	✓	✓
Active search	What you might lose by not talking to us	✓	✓	✓

28. Positioning for Wild Apricot	
Who	For
	Who
What	Wild Apricot is a
	That
Why	Unlike
	Our product

D. WHY DO SO MANY GO ASTRAY?

- 21. Lake Wobegone syndrome (Cognitive Bias) refers to

- 23. Confirmation bias refers to

- 23. Our brain makes things we create and like seem _____

E. HOW DO YOU GET MESSAGING RIGHT?

- Learn / share messaging _____
- Write your _____ & TEST
- Write a _____ for each project & clarify purpose and context
- Write a new "About Us" page – using _____ & TEST
- Expand, then edit, & TEST

- Don't
 - Lead with new category names
 - Use product names early
 - Claim leadership without proof
 - Go nuts with SEO
 - Put key messages in video

- Don't Use
 - Jargon / buzzwords
 - _____-speak
 - Investor-speak
 - _____ lines

- Do
 - Limit what you say
 - i. Say who you solve problems for
 - ii. State what you do that helps solve the problem
 - iii. Explain why you are better
 - Be concise but clear
 - i. Use headings and bullets
 - Watch out for biases
 - Use testing to counter HiPPOs