

## Creating a Message that Resonates

**Resonate:** to continue to produce a loud, clear, deep sound for a long time; to have particular meaning or importance for someone: to affect or appeal to someone in a personal or emotional way

There are several important components in creating messages that resonate.

1. You must engage the interest of the prospect first. Most people “tell and sell”. They tell all the wonderful things they do, they explain their high level of expertise, they attempt to persuade. Unfortunately, this is done BEFORE they have engagement. Therefore their message is usually perceived as pushy or “salesy”. The end result is that it doesn't work.

To engage interest you must first ask questions- and not just any old questions! You will ask questions about your prospective client's struggles.

Start out generally with a question like: “What's your biggest challenge?” Then explore that gently, never pushing but being interested. Try this on the next prospect you meet. Make sure you ask them about themselves first, and then be interested in their replies so you deepen the conversation. After 10 minutes you should have a good deal of information from which you can create a message.

Do this exercise with 3-6 people in your target market and narrow down those struggles to the top three challenges they face.

2. Frame your message but first engage their listening. You do this by asking them a question like this: “ Have you ever known a \_\_\_\_\_(business owner, expert, etc.) who was really good at their craft but struggled with struggle #1, struggle #2, or struggle #3? Then your message: I work with \_\_\_\_\_ who are overwhelmed or tired of \_\_\_\_\_ and want (what you offer).

3. Once you find their struggle, it should lead the messaging on and through your website, your conversation and any collateral you use. Practice makes perfect.