

Deliver A Masterful Marketing Message

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The Killer Marketing Message

Goals for Today

- Ineffective vs. Effective
- Marketing Headline
- Elevator Pitch

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Why do you need
a marketing message?

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How will you use your
marketing message?

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What Do You Do?

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Why Should I Pay Your Salary?

Or

Why Should I Buy Your Service?

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80% of messages
are blends of 2 approaches ...
which don't work!

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“I’m a small business accountant”

TITLE

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“I prepare tax returns and financial statements”

DUTIES

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Move ahead of that 80%

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“I help small business owners
save money on taxes.”

RESULTS

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“I’m a small business accountant who helps business owners save money on taxes.”

Add a title?

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“I help small business owners
who are frustrated that
they pay too much in taxes.”

CHALLENGES

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“I help small business owners
save money on taxes.”

OR

“I help small business owners
who are frustrated that
they pay too much in taxes.”

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“Every sale is based on emotion
and justified by logic”

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Context is also important

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Results Format Template

“I help (work with, assist, ...)

(target market/employer)

”

(results)

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Results Format Samples

- I help job seekers land the job and pay they deserve.
- I coach professionals seeking new opportunities at their current employer.

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Challenges Format Template

“I help (work with, assist, ...)

(target market/employer)

who struggle with

(hate it when, are frustrated that)

”

(challenges)

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Challenges Format Samples

I help job seekers who are frustrated with their search.

I work with professionals struggling to achieve the visibility that leads to new opportunities at their current employer.

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What is the goal of
a strong elevator pitch?

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“Always Leave Them
Wanting to Know More”

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“Tom came to me after 15 months of a steady stream of interviews, and not a single offer. One week later, he was weighing 2 competitive job offers. I’m John Hadley, and I help job seekers who are frustrated with their search.”

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Engage, Don't Inform

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When should you deliver
an elevator pitch?

Only when you have to!

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Additional Resources

- ***Career Tips*** email newsletter
- www.JHACareers.com/Articles.htm
- Send me your Headline for input

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