

# How to Craft a Marketing Message that Really Connects?



Because your marketing message positions you to be found by your ideal clients, getting it right is the lynchpin to every successful business. It's not enough to have all the parts, you also have to get the sequence, language & tone right.

## THE PARTS

Know exactly who your clients are, what they want now, how you can help them get it & why you're the best choice.



## THE SEQUENCE

Your Clients come first! To get their attention & make them curious, write your message directly to them about what they care about.

## THE LANGUAGE

To create an immediate connection, talk to your clients in THEIR language! Drop the jargon & the fancy buzzwords they only block real connection.



## THE TONE

Keep your message short, keep it simple and make it personal. Make it a dialogue between you!

Now you know how to craft a message that connects. Want help to ensure your message connects with those clients who need to hear it?

To find out how I can help you, [Click Here!](#)