

Step Three:

Now go through the above two lists. Take out the ones that resonate with you most, and plug them into the recipe:

THE RECIPE:

“We help [TYPE OF PERSON OR BUSINESS]
who has [PROBLEM]
to get [SPECIFIC DESIRED RESULT.]”

Example: William Shakespeare might say:

“I help noblemen who have booing, bored audiences get more marvelous, medieval applause.”

Got your statement? Write a few down here:

“

_____”

“

_____”

“

_____”

“

_____”

Now read over those, and review them with the three tools we discussed:

- i. **The Cup of Coffee Test:** Would your ideal client use that language, would he say it that way when having a cup of coffee, beer or scotch with a colleague after work? Is that how he would describe his problem?
- ii. **Ask “Why?”** Ask the – “So what? Who cares? Why does that matter?” questions. What happens is you start getting down to the core problem, the real root of what drives people’s decisions.
- iii. **Can you see it? Can you observe it?** Is the problem just a feeling, or something that can be objectively achieved and improved?

Write your improved statements here:

“

_____”

“

_____”

“

_____”

“

_____”

Did that improve your message? Good.

Now do it again. Hone it further.

And congratulations, you now have a simple, compelling message that will get the attention AND interest of your ideal clients.

One more note: This is just a small piece of how we can help you create a consistent flow of your ideal clients.

Did “How to Craft A Simple. Compelling Message” help you take a step forward?

Great!

Now, get in touch with us to find out how we can help you take the next BIG step.

Send an email to heretohelp@dovgordon.net saying “Hey, I did the “Compelling Message” training. Tell me more!”