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When it comes to marketing it is important to remember that,
“If you confuse, you lose”

Developing a *clear and concise* marketing message can make all the difference in attracting your perfect prospect and a confusing message will send your best prospects running to your competitors!

This document will help you create clarity and focus around your marketing message by identifying who you are to people; Who you can help; The results you can help them achieve; What makes you different or unique and HOW specifically you can help them.

First let’s give you an attractive “title” in your business

What is your title: (Founder of X team, Chief Wellness Ambassador, Weight loss consultant, Systems Engineer, etc)

Next we want to identify is your “I statement,” which we will use on your authority site as well as other social media properties.

In one statement answering the following questions:

My Ideal Prospect is a _____ *(busy mom, network marketing leaders, burnt out corporate executive, stay at home mom, etc)*

The result I help them achieve is _____ *(replace their income, lose weight and keep it off, gain energy and vitality, spend more time with their family, revert back to their pre-baby weight, etc.)*

How I do this is _____ *(with a natural holistic approach, with systems and leverage, with a cutting edge residual income model, etc)*

I do this by helping them avoid this common pain/frustration

_____ (without starvation diets or dangerous drugs, without cold prospecting strangers, without guru nonsense, without sacrificing time with your family, without hounding your family and friends)

Next we will turn this into a clear and concise “I statement”

Complete the following sentence:

I help _____ (YOUR PERFECT PROSPECT)

Achieve _____ (RESULT)

With _____ (YOUR UNIQUE SOLUTION)

OR.... Without _____ (PAIN)

Here is an example from Adam’s authority site which you can view at

MeetAdamChandler.com

I Help Network Marketing Leaders Grow Their Teams and Reclaim Their Time with Systems and Automation

Another way Adam could say this using the “Without” option is this

I Help Network Marketing Leaders Grow Their Teams Without Cold Prospecting Strangers on Social Media

Next, In a little more detail, describe how you do help these people and your unique solution: (3 sentences MAX)

Complete the following sentences

I help them achieve this this by

What makes my solution different/unique is

What makes this even more different/unique is

Here is an example of how Adam does this on his authority site:

I do this by helping you create a simple marketing message and attractive lead capture materials that you can use to attract floods of your ideal customers and team members at will and on demand.

Most home business owners painstakingly prospect complete strangers on social media and do all the time consuming sifting and sorting themselves.

We leverage simple online systems that automatically follow up with and pre-convert leads, leaving you only spending your valuable time with the most qualified, interested, ready to buy prospects.

So the finished product would look something like this:

**Meet Adam Chandler
Customer Acquisition Strategist**

I Help Network Marketing Leaders Grow Their Teams and Reclaim Their Time with Systems and Automation

I do this by helping you create a simple marketing message and attractive lead capture materials that you can use to attract floods of your ideal customers and team members at will and on demand.

Most home business owners painstakingly prospect complete strangers on social media and do all the time consuming sifting and sorting themselves.

We leverage simple online systems that automatically follow up with and pre-convert leads, leaving you only spending your valuable time with the most qualified, interested, ready to buy prospects.

You can also view the finished product by visiting MeetAdamChandler.com

Use the following space to put it all together for yourself here:

Please send a copy of your finished document to Support@NewWorldMarketers.com