Developing Your Core Marketing Message Framework

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Successful Coaches ENTERPRISE

Marketing Message Framework

Here's a template that you can use to guide you when crafting your marketing messages. Complete each section in order to make sure that your message is aligned and consistent. Duplicate or print the pages as many times as you need to.

Your Service, Program or Product:
Ideal Client Avatar:
Value Proposition:
Core Message:
Benefits of Core Message:
1. _____ 2. _____ 3. _____
Proof for Each Benefit:
1. _____ 2. _____ 3. _____
Call to Action:

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FRAMEWOK EXAMPLE:

Your Service, Program or Product:
7-Step Group Coaching Program
Ideal Client Avatar:
30-somethings struggling to get up the next step of the ladder in their existing company
Value Proposition:
Our company, Career Advancement Consultants, provides expert guidance to people who are struggling to get a promotion
Core Message:
Stop struggling on your own. You can move forward to success with a helping hand. Just follow our unique, 7-step program and secure your next promotion.
Benefits of Core Message:
1. *Steady progress with the 7 steps* 2. *Proven system to get a new promotion* 3. *Ongoing support and motivation*
Proof for Each Benefit:
1. *7-Step System - simple outline that shows it's achievable* 2. *Testimonials from successful students on video* 3. *Case study*
Call to Action:
Complete Step 1 Today: Call now for a no-obligation chat with one of our expert counsellors.

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Need support? I'd love to help!

MY PROGRAMS

DETAILS FOR EACH TIER

Coaches Launch Lab

A community where you can learn the steps to build an audience of raving fans who want to work with you, create an offer that has them raising their hands, and deliver your program providing amazing transformation for your clients.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

Pro-Coach Collective

An elevated experience for coaches who are looking to take their business growth to the next level, with advanced strategies and tactics to help you scale your business.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

Coaching Biz Accelerator

A group coaching program to build a successful, sustainable business so you can serve your clients in the best way possible and create the freedom you crave in your life.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

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