

Mastering Your Message

Bundle



dawnAPUAN

CRAFTING WORDS INTO WEALTH

Messaging Workshop

THE MESSAGING CHECKLIST (*learned from Merel Kriegsman)

In order to call in clients anytime you want, and at whatever price-point you desire, your messaging needs to be...

SIMPLE & SHORT

Don't make them need to think twice - because they won't. Struggle with this? First decide on WHAT you need to say to hook 'em, then figure out HOW to say it.

PROVOCATIVE/THOUGHT PROVOKING

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EASY TO PICTURE

Use metaphors (i.e. "Become The Hermes Bag of Your Industry") and add stand-out details that your ideal client will recognize from their reality (emotional eating expert: i.e. celery sticks, low carb diet etc.)



UNCOPYABLE

Can your intro/tagline be used by a "comparable" (other word for competition)? Go back to the drawing table, and ask yourself, "what can I write that nobody can steal, because it's SO me?"



HIGH-TICKET

People who invest high-ticket have more money than they have time, love intimacy, direct access, go for - nearly - guaranteed results, and crave BIG transformation. Make sure that is reflected in your messaging by using words like "become", "step into", "claim" (transformation), "customized", "personalized", "one of a kind", "tailored" (intimacy, direct access), "guaranteed", "whenever you desire", "everything you want" (nearly guaranteed results).

HOOK-Y

Your messaging isn't about creating an accurate description of what you do, it's about what you need to say to pull them into your world. Does it have the right hook?

NICHED

Can you add a detail or angle that gives away who specifically you work with? Give people an instant, easy-to-justify reason to choose YOU.

A CONVERSATION STARTER

Imagine yourself at a networking event. When people ask you, "So, what do you do?", can you reply with something that's curiosity evoking? (i.e. "I help high-powered CEO's kill their ego and become enlightened leaders", instead of "I help people in the process of spiritual awakening").

TIE INTO MY MOVEMENT

TIE INTO MY MOVEMENT Is there a glimmer of your movement/your WHY shining through? (i.e. I use this sentence sometimes: "you can't overthrow the patriarchy on a tight budget". It leaves NO doubt what team I'm on).

RESULT FOCUSED

Identify what your people want above all else (and make sure they KNOW they want it), and communicate in your tagline how they can step into/become/access THAT!

If you make sure you can check off all items on this list - you'll have successfully communicated the full ROI of what you offer.

For some of us this will be monetary ROI... for others "ROI" will be a tidy home, no more drama, a peaceful divorce, a garden that feeds you and your family for the rest of your life, getting pregnant naturally, or finally saying goodbye to getting tripped up by upper limit/mindset issues.





In order to call in ready-to-invest, eager-to-transform clients, and successfully convey your zone of genius work, you need **3 core intros/soundbites: the caveman intro, the full intro, and a tagline**. Each one serves a different but necessary purpose. Below, you'll find all the frameworks, examples and checklists you need. Trust that you can come up with your own words and sentences (AKA: don't copy the copy please!).

YOUR ONE-LINER:

Purpose

The One-liner includes very few words and is intended to juice up the lizard brain (very primal) as described in the training, and start a conversation.

Focus On/Include:

When creating your one-liner, or "caveman" intro, DUMB IT DOWN. Instead of focusing on trying to accurately describe what you do, focus on what you need to say to get them through the door and buy. HOW? By making it a conversation starter (imagine yourself saying this line when somebody at an event (or in a comment on social media) asks you, "so, what do you do?" it's OK to have a few options!

Here are some formulas and examples to get you thinking...

I help [target group] be/do/have [desired result].

Example:

I help women become the highest-paid women in their industry

I help new moms lose baby fat

I help coaches sell even their most expensive offers

I help eliminate homeowners electric bills.

Non B2B examples:

I help CEOs who struggle with insomnia sleep through the night - every night

I help vegan chefs become rich vegan chefs

Another way to phrase the “I help” statement is “I transform...”
In most cases, I help will be more clear, but you may also play with the following structure:

I transform [target group] from [undesired state] to [desired result].

Example:

I transform women from overworked and underearning - to becoming the highest paid woman in their industry



YOUR DETAILED/FULL INTRO:

Purpose:

Your Detailed Intro is a few sentences long - and perfect for introducing yourself on podcasts, for example, or when people ask you (after you pull them in with the one-liner), "tell me more!".



Focus On/Include:

- what you do
- who you serve
- how you solve their problem
- why they should hire YOU to solve it

BONUS TIP:

If your detailed intro could be used by someone else in your industry - niche even further.

Also, if you can throw in a piece of credibility, (X amount of people helped, X amount of 5 star reviews, a feature, etc.) even better.

I help/have helped [target group] be/do/have [desired result] so they can [second desired result]. I do this through/by [how you get them there].

I help modern homesteaders master the art of traditional bread baking so they can enjoy a healthy, fresh loaf every morning through my "hearty homesteading" course and membership.

I help [target group] have [desired result] without having to [objection].

I've helped 1000+ families get to "squeaky clean" - without having to pick up a vacuum cleaner themselves, or spending hours trying to find a dependable cleaning person online (not gonna happen!).

I help grown-up children of parents with dementia become extraordinary caretakers without getting compassion-fatigue or burning out.

I help [target group] be/do/have [desired result] by [the how] even if they [objection].

I help free spirited women SELF-FUND their unconventional lives by showing them how to command top dollar for their ZONE OF GENIUS work - even if they've been chronic underearners all their lives.

I help blind individuals source the perfect, trained guide dog in record time by connecting them with trusted, private trainers - even if they've been on a "waiting list" with the official Guide Dog Training Association for years.



I'm [your title] and if you want [desired result], I'm your person, because [how you help them/piece of credibility].

*I'm a Relationship Coach, and if you want a deeply satisfying relationship WHILE running a highly successful business with your spouse, then I'm for you. Because with my 20+ years of experience as a couples therapist I've seen it all and I get that what you need is privacy, confidentiality and someone to call you on your sh**.*

I'm a custom wig designer. And if you want to do drag without worrying whether your gorgeous hairpiece is going to fall off right when you're about to do a split in high heels, I'm for you. Because after supporting 1000+ drag queens sourcing their dream hair, I've cracked the code to beautiful AND dependable.



I help [what you do], but the difference is [primary differentiator].

I'm a psychic medium - but unlike the "Medium" on TV, I'm extremely down to earth and will enable you to have a chat with your long-dead great aunt Betsie without freaking you out (pinky promise).

I'm a yoga instructor - but instead of running a local yoga studio, I home-visit my high-end clients and give them the customized, personalized attention they need to get a tight butt and tighten up their mindset.

Taglines

Purpose: Now that you know how to express your who/what/when/why and how in a few sentences, you get to have fun and create a "tagline" that you can use for the hero/above the fold section for your website, banners on social media and instagram bio.

Focus on/Include:

Focus on including EVERYTHING you need to say in a funny or creative way - WITHOUT losing its meaning. If you can't get your creative juices flowing right away, no worries - it'll come to you. Give it some time. In the meantime focus on your caveman and detailed intro.

Below, you'll find some fill in the blanks of tagline sentence structures + an example - so you don't have to start from scratch.

Where you become the _____ of _____ and _____.

Where you become the Hermes Bag of your industry - and charge accordingly.

Now you can be/do/have _____ AND [thing they felt they had to give up].

Now you can be rich AND live within your values.

I offer the _____ to _____.

Now you can be rich AND live within your values.

[who they are]! Get/Do _____ without _____.

Executives on the rise! Get your message across – without choking on your words, sweating like a pig or suffering from spontaneous memory loss.

Less _____, more _____.

Less repeating your mom's toxic money habits - more money in the bank for you.

Where _____ so you can _____.

Where you become the highest-paid woman in your industry - so you can SELF-FUND your beautiful, unconventional life.

Become the _____ you're meant to be.

Become the NYT bestselling author you're meant to be.

The _____ for _____.

*The no-sweat approach to getting your message across with grace – created for chronic deer-in-the-headlights with important sh** to say.*





AND... 20+ other simple tagline frameworks you can swipe...

Because you can't/don't want to/shouldn't _____

Like _____ but for _____

End _____, start _____

Fight _____, not _____

Imagine: _____

Stop _____

From _____ to _____ because _____

Where your _____ is as _____ as _____

Feel as _____ about _____ as you do about _____

Don't just be/do/have _____ be/do/have _____

Where _____ leads to _____

This is not/I'm not your [comparison] _____

Who else wants _____

The only _____ who doesn't _____ [objection/fear]

I promise you _____ or [consequence]

You're tired of _____. But you _____. So it's time you met

_____ [do something] like [world-class example/metaphor]

Overcome the [unexpected reason/culprit] that keeps you
[unpleasant thing]

Meet the only _____ specialized in/who works with _____

Hey, I'm Dawn!



I'm a copywriter and funnel strategist that helps coaches sell out their most expensive offers with a top to bottom high ticket funnel that brilliantly captures their voice and messaging to attract dream clients - without costing them time and energy creating it.

Here are some ways I can help you:

- To dive in deeper and learn all the copywriting hacks you'll ever need, enroll today in Cashflow Copy Academy at www.dawnapuan.com/academy. (Use coupon code 500OFF to get \$500 off)
- If you want weekly copy coaching, join [Cashflow Copy Club](http://www.helpwithwordsthatsell.com) for just \$44/mo (no obligation) at www.helpwithwordsthatsell.com
- If you want to talk through marketing strategy, book a marketing consultation call at www.dawnapuan.com/book