



Marketing Message Development

Topic #1: _____

Words Phrases Facts related to this topic...

Marketing Message Development

Topic #2: _____

Words Phrases Facts related to this topic...

Marketing Message

Topic #1: _____

Marketing Message

Topic #2: _____

Instructions:

While listening to Florence and later while reading the book, jot down Words Phrases and Facts you find interesting. Chances are what you find interesting will also be interesting to your customers.

Review your Notes looking for related Words, Phrases, Facts based on two specific Topics of your choice. Write these in the Marketing Message Development space.

Using this information, create a Marketing Message for each Topic.

The Words, Phrases, Facts you choose to use creates the Message.

This Message is the basis for communicating to your customers regardless of the way you deliver the Message.

But remember... unless you address what every customer is thinking... *“Why should I care about what you’re telling me?”* your Message will just be “Blah, Blah, Blah”.