



*my* MESSAGING  
*workbook*



MATHESON & CO.



# *my* MESSAGING *workbook*

Here you'll craft 3 main types of message you can pull from to use in any and all marketing.

## *transformational message*

As the name suggests, this type of message speaks directly to your ideal client and the transformation they want to see based on where they are now. It's AMAZING for creating connection, trust and helping the right people find and resonate with you.

1. WHO DO YOU WORK WITH? GIVE THEM A NAME OR LABEL THEY IDENTIFY WITH.

2. WHAT ARE THEIR MAIN PROBLEM(S)? WHAT ARE SOME EXAMPLES OF HOW THOSE PROBLEMS SHOW UP IN THEIR DAILY LIFE?

3. WHAT ARE THEIR DREAM OUTCOME(S)? HOW MIGHT THEIR LIFE LOOK IF THEY SAW THESE OUTCOMES?

4. WHAT HAVE THEY TRIED BEFORE?



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## *transformational message*

PUT IT ALL TOGETHER IN DIFFERENT WAYS TO SPEAK TO YOUR IDEAL CLIENT.

Consider some of these prompts:

- *You're in the right place if...*
- *Look, I know it can be (some emotion they're feeling) when...*
- *I see you.*
- *If you're someone who...*



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## *your core messages*

These messages represent what you do and who you are as a practitioner and business. They should feel unique to you and help people understand why you might be a good fit. This type of messaging also helps to shift beliefs so people are READY to work with you.

1. HOW ARE YOU DIFFERENT THAN THINGS THEY MIGHT HAVE TRIED BEFORE? WHY MIGHT THAT BE BETTER FOR THEM?

2. WHAT IS YOUR APPROACH TO TREATING THEIR PROBLEMS? HOW DO YOU HELP?

3. WHAT PHILOSOPHIES OR BELIEFS DO YOU HAVE AROUND WHAT YOU DO? WHY?





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## *your core messages*

DO YOU NOTICE ANY SIMILAR THREADS OR THEMES IN YOUR PREVIOUS ANSWERS?  
PUT THEM TOGETHER TO CREATE 3-5 CORE MESSAGES ABOUT WHO YOU ARE,  
WHAT YOU DO + WHY IT WORKS:



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## *your story*

This is just as it sounds. People want to know the person behind the practitioner. It's how you start to build a connection and relationship where people feel like they know you. It also builds trust when you share experience that relate to their own and your credentials.

1. WHY + HOW DID YOU GET INTO YOUR FIELD?

2. WHAT DO YOU LOVE ABOUT YOUR JOB? WHY ARE YOU PASSIONATE ABOUT IT?

3. WHAT EXPERIENCES HAVE YOU HAD THAT RELATE TO YOUR IDEAL CLIENTS?

4. WHAT CREDENTIALS, WORK EXPERIENCE OR SKILLS SUPPORT YOUR IDEAL CLIENT?



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## *your story*

PUT IT ALL TOGETHER TO CREATE YOUR OVERALL STORY.

*Consider some of these prompts if you get stuck:*

- *I first got into (your field) because...*
- *In (a specific year or month) (describe experience)...*
- *That experience...(describe how it changed you/things)...*
- *I've had the honour of...*
- *What I began to notice...*