

Thanks for downloading your 5-Step Master Messaging Action Plan PDF! First, I'm going to tell you a bit about what a Master Messaging Action Plan (MMAP) focuses on, as well as what it can be used for!

Your MMAP focuses on the primary messaging of your business. If your business is multi-faceted and multi-service (**for example, you're a commercial photographer who specializes in 1. Maternity Photography, 2. Wedding Photography, and 3. Lifestyle Photography**) you'll want to create an MMAP for each of those services.



The purpose of this mini-MMAP is to:

- 1. Define your client audience and what matters to them.**
- 2. Clarify what you do and *why* you do it for that audience.**
- 3. What qualifies you and makes you special.**
- 4. Explain how your service or products will make a client's life better.**
- 5. Focus your marketing messaging for clarity.**

Do the exercises on each of the following pages step-by-step to create your very own mini-Master Messaging Action Plan.

- *Happy Storytelling, Beach Bum Poet LLC*

Step 1: Defining your Audience and What Matters Most to Them.

Your Audience doesn't want to know about the details of your business! Honestly! The number one thing your audience wants to know is **how you will make them or their lives better.**

To figure out what they want, you must know who they are.

Step 1 is to write a list of all the traits of your ideal clients:

For example, let's say I'm a high-end clothing company interested in attracting wealthy clients who want designer fashion.

My ideal clients are:

- 1. Trend-conscious**
- 2. Focused on style**
- 3. Interested in fashion**
- 4. Cares about their appearance**
- 5. Love new styles**

Think about your ideal audience and write down a list of all the qualities they likely possess!

Now, how do I, as a high-end company, meet each of those needs?



For every list item, come up with one quality your business has that satisfies it.

- 1. Trend Conscious → I only offer select trends from the last year**
- 2. Focused on style → I offer outfit combination advice and tips**
- 3. Interested in fashion → I have a running list of each of my designers' bios**
- 4. Cares about their appearance → My clothing brands are worn by celebs/ influencers**
- 5. Loves new styles → I'm constantly hunting for the latest in fashion**

What did you come up with? Write them all down for Step 2!

Step 2: Clarify what you do and *why* do you it for that audience.

Now, we know **who** our target audience is, we know **what they want**, and we know **how we fulfill** those wants.

Step 2 is all about you and why you do what you do.

For every item listed in Step 1, write down 1 reason you offer that.



1. I only offer select trends from the last year

Because I want my clients to look their best.

2. I offer outfit combination advice and tips

Because I understand we don't always have time to create the perfect outfits.

3. I have a running list of each of my designers' bios

Because I value the creative diversity of my brands and the designers.

4. My clothing brands are worn by celebs/ influencers

Because I believe we deserve to look as fabulous as celebs.

5. I'm constantly hunting for the latest in fashion

Because new fashion is exciting—it's an adventure.

What is your why? Why do you offer the specific services, products, or ideas that you do? This is what sets you apart, makes your business special, and will make your business stand out *in relation* to making their lives better.

Step 3: What qualifies you and makes you special.

You now have:

- 1. A list of your ideal client's desires.**
- 2. A list of your unique offerings and why you offer them.**

Step 3 is outlining what makes you special and qualified for a client.

In this step, write down a list of all your experience, knowledge, certifications, qualifications, education, life-experience, and everything else!

Example:

- **Degree in Fashion Design and Technology**
- **Spent 3 Years working at a Fashion Magazine**
- **Worked directly with designers in other companies**
- **Operated as a consultant for Fashion Bloggers**
- **Whatever else!**



Now you have **a list of your clients, a list of how you meet their needs, and a list of what makes you qualified** to meet those needs.

This takes us to Step 4.

Step 4: Explain how your service or products will make a client's life better.

You've established the needs, wants, and desires your business fulfills for your ideal client, but **your client doesn't see that clearly yet.**

Step 4 is **how you to tell them.**

Return back to Step 1, what your client wants and how you get it for them

1. Trend Conscious → I only offer select trends from the last year
2. Focused on style → I offer outfit combination advice and tips
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5. Loves new styles → I'm constantly hunting for the latest in fashion

Now, for every list item add the phrase "which will..." or "which means..."

1. I only offer select trends from the last year
"Which means you are always at the cutting edge of new trends."
2. I offer outfit combination advice and tips
"Which means you can spend more time in the morning enjoying your coffee and less time stressing about your outfit"
3. I have a running list of each of my designers' bios
"Which will help you know the faces behind the fashion so you can be an informed consumer."
4. My clothing brands are worn by celebs/ influencers
"Which means you'll always be effortlessly stunning and stylish."
5. I'm constantly hunting for the latest in fashion
"Which means you'll always be in the know about the latest hairstyles, bags, and accessories as well as clothing."

Now that you've told your ideal client exactly what they will get that will make their lives better, easier, happier, simpler, or whatever else they want, it's time to craft your complete message.

Step 5: Focus your marketing messaging for clarity.

In the final step, for each list item write a short paragraph incorporating each of these steps, along with a **CALL TO ACTION**.

Your call to action tells the client exactly how to get everything you've just shown them they need from YOUR BUSINESS.



For example:

“At (Fashion Company), we know you care about who designed your clothes (Step 1), and we care about our designers and making sure their creativity is showcased (Step 2). Thanks to over 3 years of working in the Fashion Industry (Step 3), we have an incredible database of every designer we work with (Step 2), meaning you'll be an informed consumer connected to your designer through every piece you purchase (Step 4).” Head to our website at brand.com to learn more (Call to Action).

See? In five simple steps you've created focused, clear messaging that can be shared within a couple sentences to your ideal audience. You've just constructed your first mini-Master Messaging Action Plan!

Now that you've tried it for yourself, work with Beach Bum Poet LLC to expand, develop, and integrate your MMAP into every aspect of your business: social media, website, onboarding, marketing, and more!

Simply email savannah@beachbumpoetllc.com or call 8087234133.

