

comm4results.com
growth strategies for entrepreneurs



WRITING CLINIC

with ANNA PARKER

Crafting sales messages that will attract more customers and improve your conversion rates



How can Anna help you?

- Discover your core values when it comes to making purchasing decisions
- Assess your business/corporate culture vs perceived business/corporate culture
- Explore and define the core values of your target market
- Using the C4R Formula, craft two core benefit statements for targeted results
- Start a formal Marketing Persona worksheet to define your target market and guide you to craft conversion-driving sales messages



C4R CRAFTING POWERFUL MESSAGES

YOUR CORE VALUES

WHAT'S YOUR B.A.N.K. CODE?

CORPORATE CULTURE

ACTUAL CULTURE:

PERCEIVED CULTURE:

TARGET MARKET

CORE VALUES:

C4R FORMULA DISCUSSION

DESIRED OUTCOME:

CONTEXT:

DETAILS:

AUDIENCE:

BENEFIT STATEMENT 1

CUSTOMER NEED:

FEATURE + FUNCTION OF PRODUCT/SERVICE:

HOW NEED IS SATISFIED:

Continued on next page

CRAFTING POWERFUL MESSAGES, Continued

BENEFIT STATEMENT 2

CUSTOMER NEED:

FEATURE + FUNCTION OF PRODUCT/SERVICE:

HOW NEED IS SATISFIED:

MARKETING PERSONA

NAME:

B.A.N.K. CODE:

AGE:

PROFESSION:

MARITAL STATUS:

GENERAL NEEDS:

WHAT'S THE PRODUCT/SERVICE NEED AND THE BACKSTORY BEHIND IT?

End

C4R FORMULA + BENEFIT STATEMENTS

CONTEXT + DETAIL

AUDIENCE

=

**DESIRED
OUTCOME**

- Customer need
- Feature + Function of product/service
- How need is satisfied

SAMPLE MARKETING PERSONA

PAPPA PILOT



Joe Jones

- 34 years old
- Commercial airline pilot
- Married with newborn

Needs

- Needs security, comfort, stability, and honesty
- Expects respect and humour
- Hates being undermined or deceived

Profile

- 34 years old commercial airline pilot
- Married for 7 years
- Jokes that he is a *pretty boring guy*
- Fondly remembers his small town childhood but is grateful he moved to Etobicoke when he did
- Three months ago, their first child arrived, as an unexpected surprise
- Joe has started to focus on his financial health and has started a college fund for the baby, with small contributions each month
- Small balances on his credit cards – he prefers to pay them off every month but, expenses for the baby were unplanned. Who knew diapers could cost so much?!
- Just last year he leased a fully loaded 2013 Volvo C70 Convertible and now needs a more sensible Daddy car, but one that still says, “I have arrived.”
- Can your product/service help this guy out? How?

