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4-Steps for Developing Great Messaging

Messaging Made Easy

To develop great messaging for your company, product or service offering, all you need to do is answer four questions in the most compelling way possible.

1. ***Why does your product or service exist?***
2. ***What is it?***
3. ***What does it do?***
4. ***How does it do it?***

However, there are a few pre-requisites before you get started. This approach assumes that you not only know all there is to know about your product, you also know your market and industry trends, you know your competition, and you know the different personas involved in the buying process.

So if you've got that covered, let's take a look at developing the most compelling messaging possible for your offering.

#1: Why does your product or service exist in the first place?

The answer to this question includes what's going in the market, trends that you're seeing. What are the pain points that your offering addresses? Here, you paint the picture for what the problem is that you're solving.

To craft your answer to this question, start out by setting up the problem and the things that are wrong, difficult, unpleasant, frustrating, annoying, outdated, or inefficient. If you have some statistics about the proliferation of the problem, this is a good place to use them. And then you can end with…and that's why we created (insert your product's name).

#2: What is it?

The answer to the next question, ***"What is it?"*** is comprised of two elements:

The Differentiator + The Category

Play around with some different combinations of differentiators and category here:

Differentiator	Category

Here are some helpful differentiators to choose from:

The #1	The first-ever	The most-trusted
The #1-selling	The largest	The newest
The best	The leading	The only
The best-selling	The most-advanced	The proven
The best value in	The most-awarded	The strongest
The easiest to use	The most-innovative	The top-downloaded
The editors' choice	The most-complete	The top-selling
The fastest	The most-powerful	The top-rated
The favorite	The most-preferred	The ultimate
The fan favorite	The most-recommended	

Optionally, add these as a prefix to your differentiator to further refine or expand your claim:

The world's	The country's
The Earth's	The region's
The nation's	The industry's

When you think about your category, it's the category of products or services in which you're competing.

If, after your research, you find that your differentiator doesn't translate into a broad category, hone in on your category some more. For example, if you can't say your product is the ***# 1-selling X in the world***, what ***about the #1-selling X in your country*** or with #1-selling with a specific demographic or with a certain type of customer?

#3: What does it do?

The answer to this question is the key overarching benefit that your offering provides. What is the MOST IMPORTANT thing that is does or helps the customer do. Most products and services do a lot of things, but think hard about the most important thing that yours does — all the bells and whistles can be listed in the next section.

Here are some helpful verbs that you might like to try out for the first word in your "What does it do?" statement.

Adds	Finds	Puts
Assigns	Generates	Prints
Automates	Gives	Records
Catalogs	Helps	Reports
Coordinates	Identifies	Schedules
Comes with	Includes	Searches
Consolidates	Imports	Secures
Converts	Keeps	Shows
Creates	Knows	Showcases
Delivers	Manages	Stores
Displays	Organizes	Streamlines
Eliminates	Plans	Tracks
		Transforms

#4: How does it do it?

The answer you provide to this question is where you can list all the wonderful features that your product possesses in order to provide the overarching benefit that you're claiming in #3 above.

Let's use a Stamp Collection app as an example to demonstrate what your "How does it do it?" answer might look. Be sure to start each bullet with an active verb.

- Stores unlimited details about each stamp.
- Displays a picture of each stamp.
- Tracks purchase price and other purchase details.
- Prints inventory lists and labels with barcodes.
- Makes it easy to share your collection on Facebook, Instagram and Pinterest.
- Imports data from Excel, Numbers and a variety of other formats.

Remember to use active verbs that end in "s" and AVOID the phrase "allows you to" whenever possible. For example, instead of saying "XYZ product allows you to manage information", say "XYZ manages information".

Now put it all together!

The last part of this exercise is to put all the parts together to build the base of your messaging statement.

Start with your Why paragraph from #1 and then add the answers from questions #2, #3 and #4 that you created above.

Example:

Organizing your stamp collection can be a very cumbersome task involving large binders and hundreds of plastic inserts to hold stamps, making locating specific stamps time consuming and very frustrating. That's why we invented Stamp Collector Pro.

Stamp Collector Pro is the world's most-complete stamp collection organization system. It organizes all the details of your stamp collection in one place.

Give it a try for yourself:

Connect with us

We'll listen to your challenges and craft the best plan of attack.
Please contact us via the Aventi Contact Form or call us at **(415) 890-5434**

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