

YOUR
NEXT CHAPTER



*Communicating
with your market*
Workbook Three

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You're now clear on what you're offering to the market in 2022, let's ensure you're communicating it in a clear and compelling way with a Captivating Statement and Wholehearted Marketing.

Step One: *Your Captivating Statement*

Having a strong Captivating Statement that captures the essence of your work in the world is your starting point.

Consider it like an accordion – it can be expanded or contracted depending on the situation – succinct for your website home page, expanded on your Work with Me page, short and snazzy to introduce yourself at a networking event, expanded appropriately during a conversation with an interested person.

The key is consistency add congruence across all platforms and experiences for your potential clients so you gradually and solidly build your powerful market position.

1. **WHO** – Who is your most aligned client/s (niche)
2. **PAIN** – What is their TOMMPA?
3. **OUTCOME** – What result do you deliver?
4. **BENEFITS** – What does this provide?
5. **HOW** – What's your delivery method?

1. I help (Most Aligned Client/ Egoic Label)

2. With this TOMMPA (Top of mind problem, pain or aspiration)

Note: You may only allude to their TOMPPA through your stated outcome/benefits, you might not spell it out specifically)

3. Reach this outcome/result

4. And enjoy these benefits

5. Through these services

For Example:

1. I help businesswomen
2. Transform their wealth of ideas and experience
3. Into unique, tangible business models
4. So they can position themselves with authority, gaining traction, confidence and clients.
5. I provide this through Strategy Sessions, Retreats and Masterminds

ACTION:

- ✓ *Check that you are consistently sharing this core message across all platforms*
- ✓ *Check that the testimonials and feedback you highlight provide social proof of these results*

Step Two: *Wholehearted Marketing*

There are a plethora of marketing options available to you today. It's a challenge to select your tools wisely and not spread yourself too thin.

What's Important:



Marketing from the heart with content that **POPS** – share your Philosophies, Opinions and Perspective through Stories in your marketing so that over time you build your unique brand position in the hearts and minds of your audience. Ask yourself, what do you stand for, believe and want for your clients?



Marketing the way you want to – there are no hard and fast rules, just what resonates and feels congruent with you and your values.



Being consistent and persistent – it takes time to build momentum, so try hard not to chop and change your message or your mediums too often

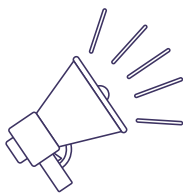
My advice is to keep it simple - choose ONE or TWO Marketing Megaphones and then back this up with 3-4 Support Acts to draw your audience in to engage with and learn from you.

Each of these choices should take into account your natural skills and what you enjoy and overlay this with the “Watering Holes” of your Most Aligned Clients – by that I mean where are you most likely to find groups of your people?

What are their natural habitats on and offline?

For Example:

My Marketing Megaphone



My Your Next Chapter Book
The Your Next Chapter Podcast
Next Chapter Dinners

My Support Acts



Blogging
Newsletter
Social Media (Facebook & Linked In)

Actions:

Choose the Megaphone and Support Acts that you will use to communicate Content that POPS in 2022!

Marketing Megaphone

Marketing Support Acts

Once you have these made these Marketing Channel choices, you can focus on developing the strategies and selecting the tactics to implement.

NEXT STEPS:



In the next workbook you will create your one-page plan for 2022.