



6-STEP 3M

MARKETING MESSAGE MATRIX



INPUT

OUTPUT

01

TARGET AUDIENCE

A clear definition of the market we're targeting as defined in box #4 of the 1-Page Marketing Plan.

02

THEIR NEED

A clear and simple explanation of what the need is (not what you do!) This must be focused on what our target market wants or needs.

03

WHY IT'S IMPORTANT TO THEM

What is wrong with the current state? What bad things continue to happen if action isn't taken, or what opportunities will be lost?

04

HOW OUR SOLUTION IS UNIQUE (OUR USP)

Now that the recipient of our message knows they have a need that's important to remedy, why should they choose us?

05

THE TRANSFORMATION THEY CAN EXPECT

How do people feel when they adopt our solution? Play on emotions but paint a positive outcome. Testimonials convey credibility.

06

WHAT THEY SHOULD DO NOW

How can we subtly imply urgency to act and inspire the recipient to act now? How can we best make it easy for them to do so?