



# Your Marketing Strategy Secret Weapon: Messaging

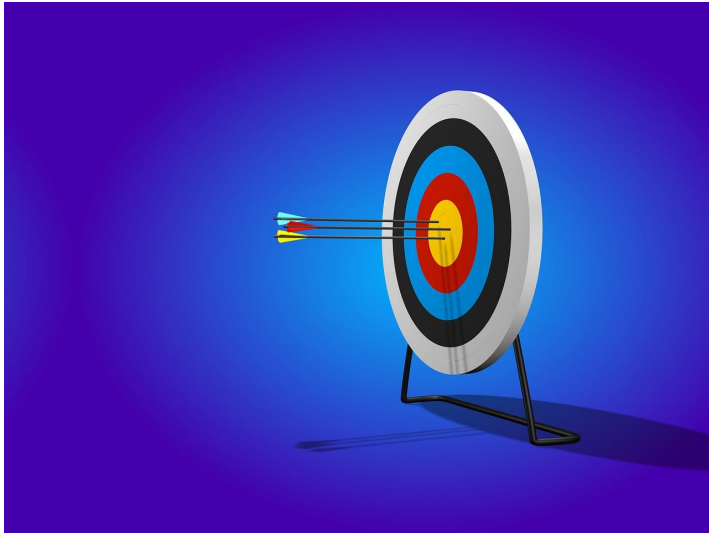
How to attract and engage customers like never before...



Presented by:

**Tim Fitzpatrick**  
**President**  
**Rialto Marketing**

# My Goal for You Today



Take away 1 or 2 things  
you can do to improve  
your business.



# Definition of Marketing

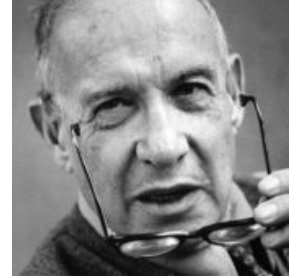


Marketing is getting someone who has a need or problem you can solve, to know, like, and trust you.



## 2 Important Elements About Marketing

"Because the purpose of business is to create a customer, the business enterprise has two--and only two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business." - *Peter Drucker*



"The cost of being wrong is less than the cost of doing nothing."  
- *Seth Godin*





# The Cliff Note Version of Me





**CALIFORNIA**

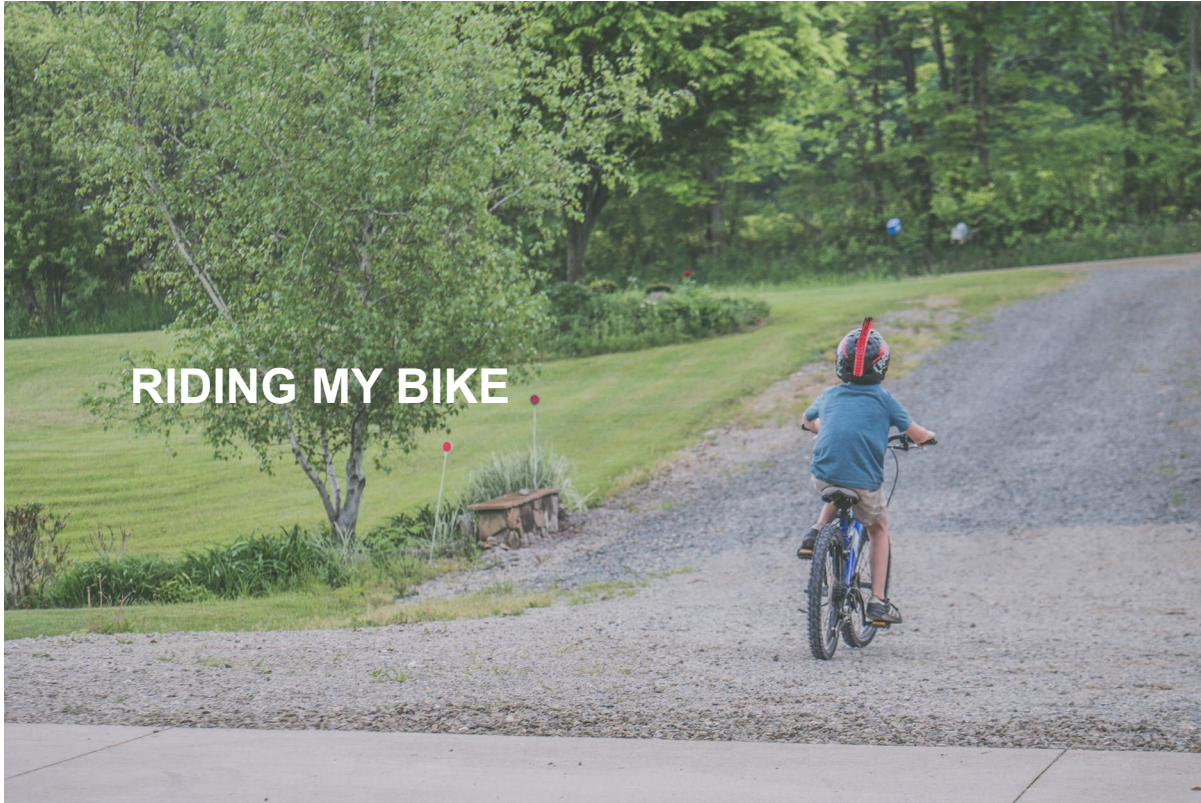




DANVILLE  
CALIFORNIA







**RIDING MY BIKE**





# SKIING IN TAHOE









UNIVERSITY of   
**PUGET SOUND**



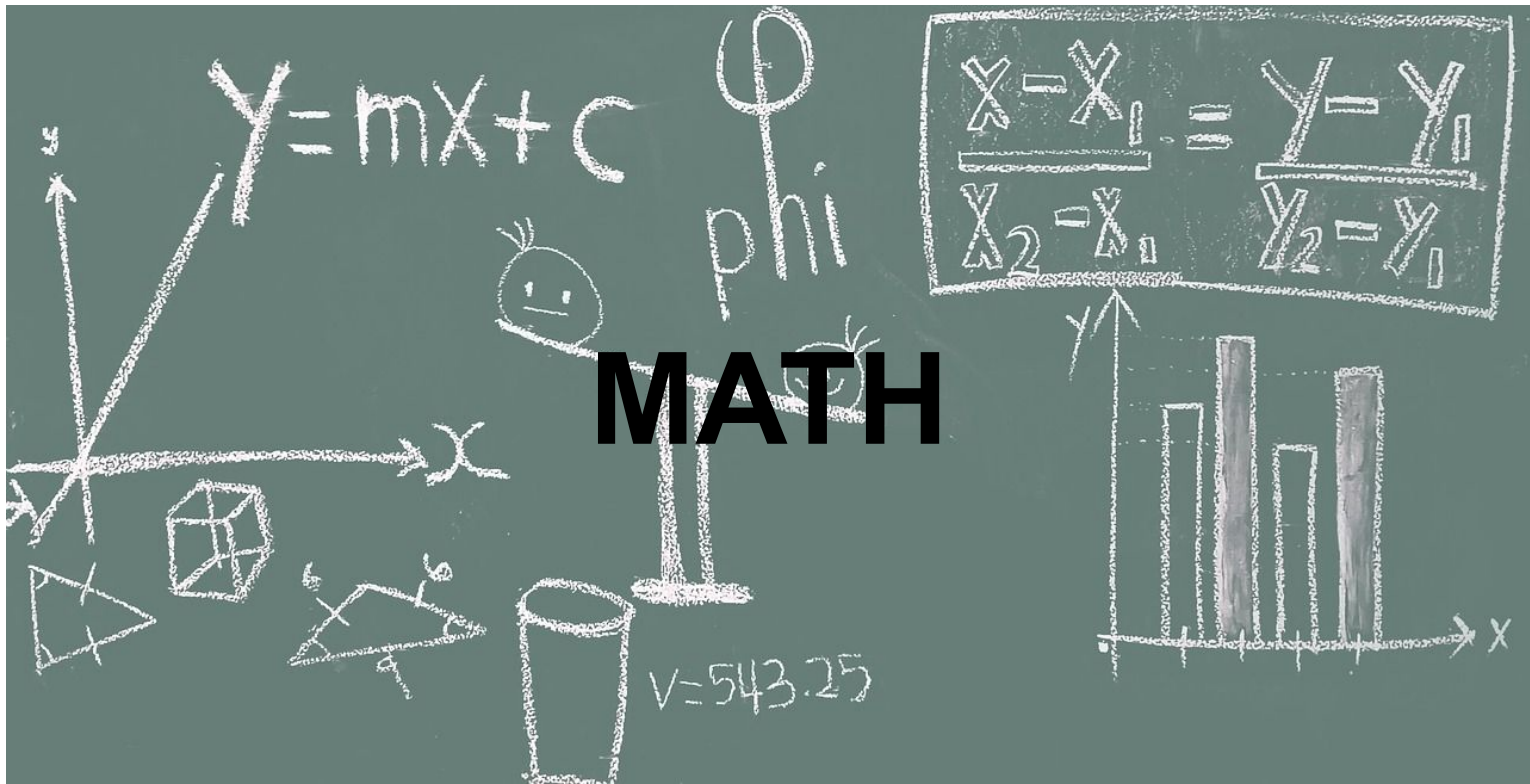






Cal













**SOLD**



























**FOR  
SALE**







A stylized illustration of a storefront with a green and orange striped awning, a sign above the door, and a window with a sign.

**Small  
Businesses**





GROW





why  
i'm  
here

# It's All About The Fundamentals...

“Get the fundamentals down and the level of everything you do will rise.” - Michael Jordan





# Here's What We're Going to Discuss Today

1. Why marketing messaging is important.
2. How to create messaging that works!



# The Consequences of Poor Marketing Messaging

- Confuse = You Lose
- Wasted Marketing Dollars
- Poor Lead Generation



# The Benefits of Clear Marketing Messaging

- Attract More Leads
- Save Time & Money
- Grow Your Business





# Storytelling: How to Create Clarity in Your Messaging

It's story  
**TIME**



# The Biggest Mistakes Businesses Make When Selling Their Products or Services

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1. No focus on what will help people survive and thrive.
2. Make it difficult for people to understand their offer.

**MISTAKE**



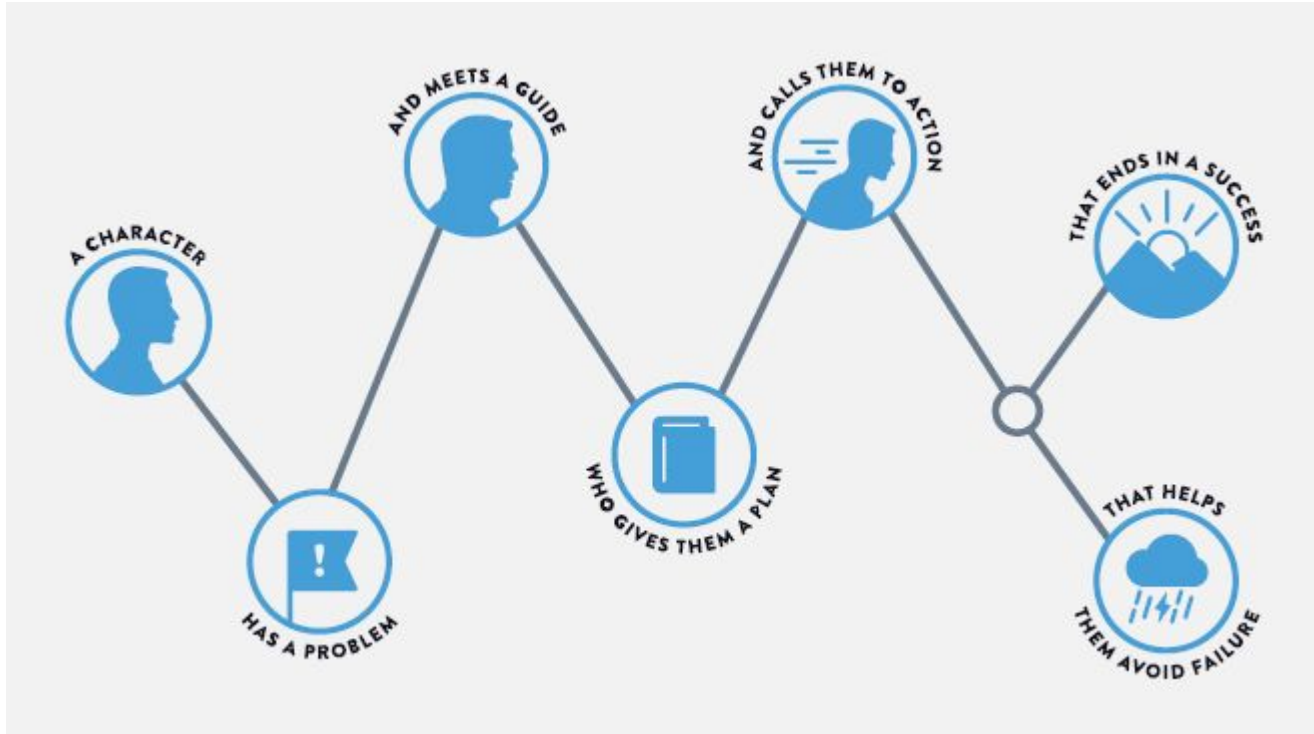
So, We Use Story...

It's Story  
TIME

**Because it will help  
you avoid the two  
biggest mistakes  
businesses make!**



# The Essential Elements of Every Story





# Here's a Movie Example...



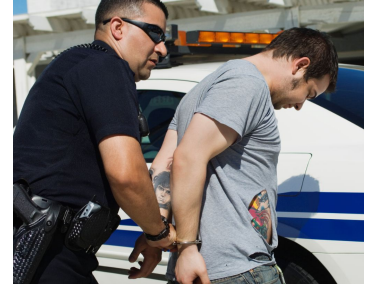
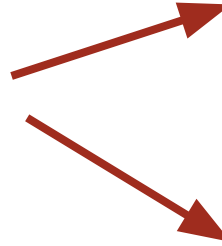
**1. THE HERO  
(CHARACTER)**



**3. MEETS A GUIDE**



**5. CALLS THEM TO  
ACTION**



**7. ENDS IN SUCCESS**



**2. HAS A PROBLEM**



**4. WHO GIVES THEM A  
PLAN**



**6. AVOIDS FAILURE**



# The Brand Playbook Framework

1. A Character
2. Has a Problem
3. Meets a Guide
4. Who Gives Them a Plan
5. And Calls Them to Action
6. That Helps Them Avoid Failure
7. And Ends in Success

**framework**



# 1. A Character (Hero)

The customer is the hero. Not you!



# What Do Your Customers Want?

1. Financial Advisor: “A Plan for Your Retirement”
2. Real Estate Agent: “The Home You’ve Dreamed About”
3. Executive Coach: “Become the Leader Everybody Loves”

That's What I

WANT





## 2. Has a Problem

- Identifying your customers' problems deepens their interest in you.
- The problem is the “hook”.
- The more you talk about problems the more interest customers will have.



# How to Talk About Your Customers' Problems

1. Every story needs a villain!
2. What is the chief source of conflict your products/services defeat?



# The 3 Types of Problems

1. External Problems
2. Internal Problems
3. Philosophical Problems



# More Examples

## Commercial Cleaning Company

- Villain: cleaning companies that don't do the job
- External: I need a clean office
- Internal: Frustrated
- Philosophical: You should be able to trust your cleaners

## Financial Planner

- Villain: Financial firms that don't listen to their customers
- External: I need investment help
- Internal: I'm confused about how to invest
- Philosophical: If I'm going to invest my money, I deserve an advisor who will listen





### 3. Meets a Guide



Customers aren't looking for a hero, they're looking for a guide.



# The 2 Characteristics of a Guide

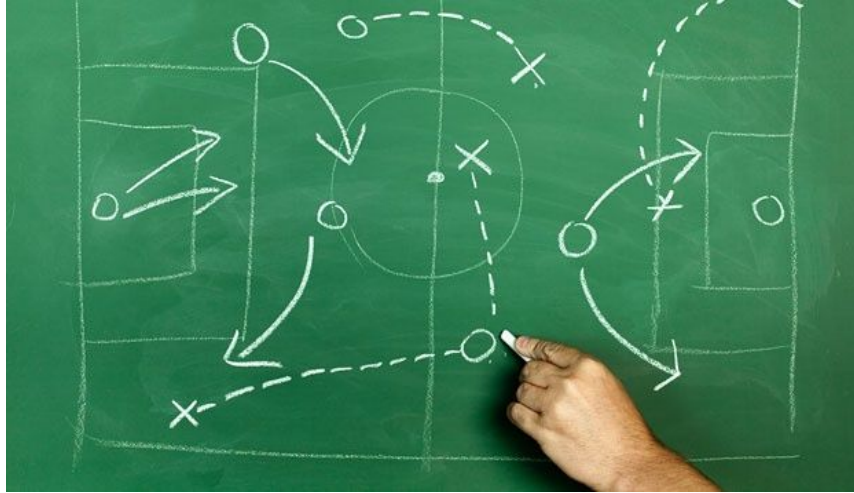
## Empathy



## Authority



## 4. Who Gives Them a Plan



A guide with a plan is trusted!



# The 2 Types of Plans

## Process Plan

### Wedding Planner Example

1. Listen
2. Collaborate
3. Wow!

## Agreement Plan

### CarMax Example

1. Never have to haggle over price.
2. All vehicles pass our standards check (ie you won't get a lemon).





## 5. And Calls Them to Action



Customers do not take action unless they are challenged to take action.



# Two Kinds of Calls to Action

## Direct

- Buy Now
- Get a Free Consultation
- Schedule an Appointment



## Transitional

- Free information
- Samples
- Free trial



## 6. That Helps Them Avoid Failure

Every human being is trying to avoid a tragic ending.



## 7. And Ends in Success



Never assume  
people understand  
how your brand can  
change their lives.  
Tell them!



There's One More Thing...



Heroes are designed to transform!





# Transformation Examples

## Financial Advisor

- From: Confused and ill-equipped
- To: Competent and smart

## Pet Food Brand

- Passive dog owner
- Every dog's hero



# Brand Playbook Example

## Brand Playbook - Rialto Marketing

### 1. A CHARACTER

*What do they want? What do your customers want as it relates to your product or service? Don't focus on more than one thing.*

Grow their business



## 2. HAS A PROBLEM

### a. Villain

*Is there a root cause of your customers' problems (all 3 types)? Can you personify this root cause as a villain? What is the villain in your customer's story? What is the chief source of conflict your products/services defeat? What is driving your customers crazy?*

Confusion (is marketing working, what marketing tactics to focus on, what marketing provider to trust, marketing ROI)

### b. External

*What is a problem your customers deal with as it relates to your product or service? What external problem is the villain causing?*

They don't have a simple marketing plan to follow.

### c. Internal

*How is this villain making your customers feel? How is the external problem making your customers feel? What frustrations do your products resolve?*

Frustrated

### d. Philosophical

*Why is it "just plain wrong" for your customers to be burdened by this problem? Why is it unjust for people to have to suffer at the hand of this villain? What is the deeper story your brand contributes to? What is the greater right and wrong in the story?*

Marketing your business shouldn't be a challenge.

### 3. AND MEETS A GUIDE

#### a. Empathy

*What brief statement can you make that expresses empathy and understanding? Use phrases like "we know how hard it is...", "many of our customers have struggled with...", "don't you just hate it when...", "we understand how it feels to...", "like you, we are troubled by..."*

We understand how confusing marketing your business can be. Many of our customers have struggled with confusion about marketing their business. We know how frustrating marketing can be when you don't have a simple plan to follow.

#### b. Authority

*How can you demonstrate competency in solving your customer's problem?*

DTM association, Testimonials



## 4. WHO GIVES THEM A PLAN

### a. Process

*Are there 3 or 4 steps your customers can take that would lead them to a sale or explain how they would use your product after the sale? This alleviates confusion. You want to show customers how simple and easy it is to do business with you. Can you give you plan a memorable name?*

#### 1. TALK WITH US

Schedule a free consultation. We'll learn more about your goals and provide you clarity on where to focus your marketing efforts next.

#### 2. GET A PLAN

Marketing success hinges on first getting the fundamentals right. We'll help you put in place and manage a simple marketing plan that lays the foundation for consistent business growth.

#### 3. ENJOY GREATER PEACE OF MIND

Enjoy the peace of mind that comes from a growing, thriving business.

### b. Agreement

*List the agreements you can make with your customers to alleviate their fears of doing business with you. This alleviates fear.*

1. Our work comes with 100% transparency. If you have a question, ask us, and we'll tell it to you straight.
2. We'll communicate your marketing results, so you know what's working.
3. We'll look out for your marketing investment as if it were our own.
4. Your needs will come before ours, always!





## 5. AND CALLS THEM TO ACTION

### a. Direct

*What is your direct call to action?*

Get a Free Consultation

### b. Transitional

*What transitional calls to action will you use to capture people who aren't ready to buy? Effective transitional calls to action help you accomplish 4 things. 1. Slowly on-ramp people 2. Position yourself as the guide 3. Create reciprocity 4. Stake claim to your territory.*

Website Checklist, Webinar, BL Local SEO Audit Report, SEMRush Website Audit Report



## 6. AND HELPS THEM AVOID FAILURE

*List the negative consequences your customers will experience if they don't use your product or service. What are you helping your customer avoid? Focus on 3-4 here.*

Make common and avoidable marketing mistakes.  
Waste money on marketing that provides little or no return.  
They won't generate enough leads to reach their goals.  
Their business will not grow.  
They will continue to struggle with confusion in their marketing.

## 7. THAT ENDS IN SUCCESS

*List the positive changes your customers will experience if they use your product or service. Have 6-8 you can use.*

Generate high-quality leads.  
Consistent business growth.  
Gain peace of mind.  
Make more money with less of your time.  
Charge more for your products/services.  
Be & feel successful.  
Gain a competitive advantage in your market.  
Have a business that funds the life you desire.  
Have the time to focus on what you enjoy and what you do best.  
Enjoy your business again.



## CHARACTER TRANSFORMATION

### a. From

*How was your customer feeling about themselves before they used your product or service?*

Frustrated

### b. To

*Who will your customer become after they use your product or service? What is their aspirational identity? Who does your customer want to become as it relates to your brand? How do they want to be perceived?*

Confident



## BRAND NARRATIVE

*Below is the full story of the brand playbook elements combined to create a brand narrative*

Creating a simple marketing plan is impossible when battling confusion. It can feel frustrating, but marketing your business shouldn't be a challenge.

We know how frustrating marketing can be when you don't have a simple plan to follow. At Rialto Marketing, we help small businesses and entrepreneurs eliminate the confusion of marketing. As a marketing partner, we help you put in place and manage a simple marketing plan so you can grow.

Are you not generating enough leads to reach your goals? Have you wasted money on marketing that provides little or no return? Those days are over.

Start generating high-quality leads. Experience the peace of mind that comes from consistent business growth. If you are ready to become confident in your marketing, then the Rialto Marketing team is here to help you.



## YOUR ONE LINER/TALKING LOGO

*This is the statement you will use when anyone asks you "what do you do?" It's a distilled version of the problem + product/solution + result from the brand playbook. Another formula to use is action verb (I show, I teach, I help) + target market + how to X (solve a problem or meet a need). It's more than a tagline. It's a single statement that helps people realize why they need to do business with you. You can use this in all of your marketing channels and marketing collateral.*

At Rialto Marketing, we help small businesses and entrepreneurs eliminate the confusion of marketing. As a marketing partner, we help clients put in place and manage a simple marketing plan so they can grow.

## YOUR CORE MESSAGE

*This is the marketing message you will use to clearly communicate the benefit of doing business with your company. What makes you different from the competition?*

Marketing your business shouldn't be a challenge. All you need is a plan.







## Eliminate The Confusion Of Marketing Using An Amazingly Simple Marketing Plan So You Can Grow

MARKETING YOUR BUSINESS SHOULDN'T BE A CHALLENGE. ALL YOU NEED IS A PLAN.

[Get a Free Consultation](#)

- Core message (villain, external problem, what customer wants).
- Philosophical problem.
- Call to action.





MAKE MORE MONEY WITH LESS OF  
YOUR TIME.



EXPERIENCE PREDICTABLE BUSINESS  
GROWTH.



GAIN PEACE OF MIND FROM HAVING  
A THRIVING BUSINESS.

- Success elements.



## Are You Struggling With Confusion In Your Marketing?

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- ✓ Is your marketing actually working?
- ✓ Are you unsure of what marketing tactics make the most sense for you right now?
- ✓ Do you know who your ideal clients are and how to reach them?
- ✓ Are you making common and avoidable marketing mistakes?
- ✓ Do the latest marketing tactics have you confused about where to even start?
- ✓ Is your marketing message clear and engaging to potential clients?

[Get a Free Consultation](#)

- The villain.
- Failure elements.
- Call to action.



## The Benefits Of Having A Plan

Marketing success hinges on first getting the fundamentals right. When the fundamentals are in place and you've got a simple plan to follow, you will become confident in your marketing.



Generate more high-quality leads.



Charge more for your products and services.



Be & feel successful.



Gain a competitive advantage in your market.



Have a business that funds the life you desire.



Have the time to focus on what you enjoy and what you do best.

- External problem.
- Character transformation.
- Success elements.



# Are You Ready To Become Confident In Your Marketing?

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## 1. Talk With Us

Schedule a free consultation. We'll learn more about your goals and provide you clarity on where to focus your marketing efforts next.



## 2. Get A Plan

Marketing success hinges on first getting the fundamentals right. We'll help you put in place and manage a marketing plan that lays the foundation for consistent business growth..



## 3. Enjoy Greater Peace of Mind

Enjoy the peace of mind that comes from a growing, thriving business.

[Get a Free Consultation](#)

- Character transformation.
- Process plan.
- Call to action.





## What Our Clients Say



**Roderick's Payroll**



**Castle Rock Middle School**



**Animal Assistance Foundation**

- Authority building.





The Duct Tape Marketing system is a strategic marketing methodology built for small businesses. The system gives us and our clients a powerful strategic advantage that has been proven to be effective time and time again with thousands of small business owners just like you. Let us help you implement and manage this powerful small business marketing system in your business...you'll gain the peace of mind that comes with predictable business growth!

## Duct Tape Marketing Has Been Seen On

THE  
HUFFINGTON  
POST



**Bloomberg  
Businessweek**

**Inc.**

**CNN**Money



**Entrepreneur**  
MAGAZINE

**FAST COMPANY**

- Authority building.





**EASY TWEAKS TO HELP YOU  
AVOID THE MOST COMMON  
WEBSITE MISTAKES TODAY**

## Are you Making These Common But Avoidable Website Mistakes?

Once you know what they are, they are easy to fix, and this cheat sheet will show you how. You'll bring in more leads and sales with your website immediately.

**Get It Now!**

- Transitional call to action.



# How to Create Your Playbook

- Step 1: Interview Clients  
(optional but highly recommended)
- Step 2: Brainstorm
- Step 3: Choose



# Interview Clients

- Use customer insights survey worksheet.

## ASK QUESTIONS

# Customer Insights Survey

*It is amazing how often your clients will be able to articulate the best positioning for your firm, even if you can't. Ask or hire someone to ask your clients several telling questions. Find out why they hired you in the first place. Find out what you do that others don't. Find out what frustrations they have with your firm and industry as a whole.*

Company

Date

Interview Name

1. When you started researching our products/services, why were you doing it? In other words, what did you want or hope to gain from it? What motivated you to look for our products/services?

2. What problems were you hoping to solve by working with us?

3. How were those problems making you feeling at the time?

4. Can you identify any root causes of the problems we just discussed?

5. Why did you choose to work with us in the first place?

6. What do you like most about working with us?



# Playbook Creation Tools

- Grammarly

<https://www.grammarly.com/>

- Hemingway App

<http://www.hemingwayapp.com/>



# Where To Use Your Playbook

- Website
- Email Marketing
- Social Media
- Ads
- Email Signature
- Conversations
- EVERYWHERE YOU MARKET YOUR BUSINESS!



# Tool #1: How About Some Free Stuff?

- My Slidedeck
- Customer Insights Survey Worksheet
- Workshop Recording
- Brand Playbook Template

**Visit this link and sign up:**

**<https://www.rialtomarketing.com/messaging-workshop/>**



# Tool #2: Our Messaging Package

Who is a messaging package for?

- Any business looking to grow and get a better return on their marketing dollars.
- Anyone looking for outside eyes and help in creating clear messaging.
- Anyone who wants to complete their messaging quickly with the least amount of effort.



# Our Messaging Package



## BUILD MARKETING STRATEGY

*Create clear marketing messaging that will engage your ideal clients.*

\$ 1750

- ✓ Core Messaging (using a Brand Playbook)
- ✓ Addresses the “Storytelling” element of The Marketing Trilogy
- ✓ Completed in 2-4 weeks





# SBDC Messaging Package Special

- Purchase our messaging package in the next 48 hours.
- Bonus: 60-minute FREE one on one marketing consult to answer any of your additional questions.
- Simply email me to get started - [tim@rialtomarketing.com](mailto:tim@rialtomarketing.com)



# My Contact Info...

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