

Limitless Life Experience Podcast

What makes really great messaging

Transcript

Welcome to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth. I'm a mum of three, a multiple-six-figure serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you go from confusion to clarity when it comes to creating messaging that converts browsers into buyers so that you can build a business that makes a real difference in the world and helps you live a life without limitations. This is the limitless life experience.

Hello you, gorgeous human being! Thank you so much for joining me once more on the Limitless Life Experience Podcast. This today is going to be a mini episode where I break it down for you what makes really great messaging. This is my zone of genius. This is what I, I suppose, unwittingly fell into many moons ago when I started my business. I started with a business called the Calm Birth School and it was the first video-based hypnobirthing programme in the world. What I was able to hone in on quite intuitively was that if we were going to make a difference to the birthing world, which was dominated by three other major players, we needed to sound different. We needed to unleash a different voice for a different woman who was looking for hypnobirthing but maybe didn't even quite know it because all of the other publicity or messaging that she had seen around this beautiful way to give birth completely appealed to the crunchy mama. The mama who called herself mama. I don't call myself a mama – I'm 'Mum' or I'm a mummy.

I wanted to speak to that woman because I knew from what I was looking at that she wasn't being spoken to. I wanted to speak to myself – I say 'I' but I set that business up with a business partner – we wanted to speak to ourselves. We wanted to speak to women who – it's very uncool to call yourself cool but... women who *consider* themselves to be cool, a little bit hip, had some stuff going on, liked a glass of Prosecco every now and again, liked to go out and get their nails done, who were looking after themselves, who were corporate, who were in business. We wanted to speak to those women.

For that, we knew that the best way to get cut-through was to speak in our own voices, and that was my job: to really hone and craft the copy in a way that got people sitting up and listening. And even if I do say so myself, I did that job really fricking well. One of the posts that really put the Calm Birth School's name on the map was a post called 'Why your birth is more important than your Bugaboo'. Now if you look through any kind of blogs or anywhere in the birth world, you will see lots of posts about expensive buggies and people feeling more comfortable spending money on buggies than they do on their birth preparation. But at the time when I wrote that, no one had written that; at the time when I wrote that, people were like, 'Whoa, holy shit, people are going to be pissed! She's talking about that over there!'. I had people like gently emailing me, telling me why they thought it was inappropriate that I used words like 'I don't care'. And I felt really excited by the response because it meant that people were listening and it was polarising: for the people that felt uncomfortable, they really didn't like it, that was great; and for everyone else, they *loved* it, they were sharing it. And immediately the Calm Birth School, it was like, 'Oh, who are these women? What have they got to say? What are they bringing that's different?'.

1. Disruption

One of my biggest tips for how to create great messaging is to be **disrupting the marketplace**. What is going on in your industry and in your niche right now that people aren't talking about? Or what are people talking about behind the scenes that nobody is talking about in person, nobody is talking about in their blogs, nobody's talking about on their videos? Talk about *that* stuff – that is disruptive.

There's a bit of a craze at the moment in the coaching world to call out other coaches. There's a lot of integrity posts. I wanted to write a post the other day on integrity and how it pisses me off that everybody's always talking about how bloody full of integrity they are. And then I realised that I couldn't write a post being pissed off about all of the posts that people were writing about integrity because then I'd be adding to the noise about it. Just be, just do, just do you – if you've got integrity, people will know about it. You don't have to write about it. Rather than writing about other coaches, write about the stuff that is going on in your industry that people aren't talking about. The minute you see three people talking about values or vulnerability or integrity, *they're* talking about it so *you* talk about something different.

2. Chemistry

What else makes great messaging? Chemistry! And when I'm talking about chemistry, I talk about the 'know, like and trust' factor, which I hope you are familiar with and is absolutely necessary. People need to know you, they need to like you and they need to trust you before they are going to invest in you, and sometimes that might take years. But on top of the know, like and trust, where I'm inviting my clients to go a step deeper is with **chemistry**.

I've spoken about this being 'in the friend zone'. So you will have people in your community that have maybe been with you for years, who you know that you can help. Every time you put an offer out, you're like, 'Please, will you just say yes this time?'. And they're not saying yes and yet they know you, they like you, they'll comment on your posts, they'll like them, they'll heart them and they trust you because they've seen the testimonials, they've seen your results, they really know, like and trust you, *but they're not buying*.

Why aren't they buying? Because you are in the 'friend zone'. You haven't built up enough chemistry, you haven't got that spark. And really, **great messaging creates a spark. It creates an emotional response between you and your potential dreamboat client that fizzes**. And when you get the fizz, that's when you are one step closer to helping your dreamboat client get the transformation that they desire. So you need to be looking at posts, looking at blogs, looking at adverts that are giving you that fizzy feeling and asking yourself, 'What is it about this particular message or this particular podcast or this particular blog that's making me feel fizzy?'. And then when you're writing yourself, ask yourself, 'Is this doing that?'. When you put your dreamboat client on the opposite side, when you kind of put yourself in her shoes or his shoes, are they going to be feeling that fizz? And here's a clue: when you read back your stuff and it either makes you feel a little bit uncomfortable because you've 'gone there', or it makes you feel really fricking excited because you love it, or you're feeling really just like 'Oooh!' – **if it's making you feel something, then it's going to make them feel something**. So don't put creative copy, videos or anything out that doesn't make you feel something. That is the aim.

Sometimes we want our dreamboats to be feeling amazing and sometimes we want them to feel very uncomfortable. Both are good and really you should be creating messaging that talks to both of those things too because we are motivated by pleasure (moving towards it) or pain (moving away from it).

3. Taking your people on a journey

The third thing that makes really great messaging that I think is ignored frequently is knowing where you are taking your people, knowing what the next step is for them and inviting them to take that next step with you. A lot of people are creating a huge amount of content because you've been told you've got to create a huge amount of content so people get to know, like and trust you, but you don't know where you are wanting them to go at the end of that blog or the end of that Facebook post or the end of that story. You *want* them to do something – every post has a purpose. (That's a great tweetable. If anybody still uses Twitter out there, you can tweet that!) **Every post has a purpose.** Let them know what it is. You should for sure know what it is and 80% of the time, maybe 90% of the time, you should be letting *them* know what the purpose is. Should they be commenting? Should they be sharing? Should they be DMing you for more information? What should they be doing? **Take them on a journey in every post and let them know what they should be doing at the end of it.**

So those are the three things that really make great messaging:

1. chemistry
2. being disruptive
3. making sure your post has a purpose so you can convert those browsers into buyers

You are so welcome.

If you have got value from this podcast and you want to take your messaging deeper, please go and check out my **free masterclass**, which you will find at www.suzyashworth.com/masterclass and I'm going to be really cheeky and ask for another ask and say, go and leave a review on iTunes! Please! If you liked it, if you think that people should hear about it, please, please, please go and leave a review on iTunes. I am going to set the intention right here, right now, that I would love to get to a hundred reviews in 6 months. Can you help me do that? Pleaaaase!

Right. Thank you so much. It has been a real joy and I will see you for the next episode, my love.