

**3 REASONS
YOUR MESSAGE IS
FAILING
TO CONNECT
WITH YOUR AUDIENCE**

(...and how to fix these 3 common problems)

Bryan Waldon Pope

bwpope.com

**3 Reasons Your Message is Failing to
Connect with Your Audience**
(...and how to fix these 3 common problems)
by
Bryan Waldon Pope

bwpope.com

Published by Marketing Success Institute, LC

P.O. Box 6, Orem, UT 84059-0006

© 2022 Marketing Success Institute, LC

All rights reserved. No portion of this document may be reproduced in any form without written permission from the publisher, except as permitted by U.S. copyright law.
For permission contact the publisher at the address above.

This document may be openly shared in its original,
complete form without special permission.

First Edition

3 Reasons Your Message Is Failing to Connect with Your Audience

(...and how to fix these 3 common problems)

Hello, and Welcome!

Let's make a deal. You invest a few minutes to read this insightful executive briefing and I will show you:

- 3 problems that are keeping your audience from connecting with your marketing messages,
- How to stop spending money on marketing efforts that don't bring a positive return,
- 2 adjustments you can make to your messages *today* that will improve performance, and
- How to get my 30+ years of experience working for you absolutely FREE.

Fair enough? Let's jump right in.

There are 3 common problems that stand between the vision you have of finding, converting, and keeping your ideal customers or clients and the reality of that fruitful journey. The presence of **any one of these problems** hinders the effectiveness of your message. **Combined, they torpedo your marketing efforts.** These 3 prevalent problems are:

1. Your message is about you, not your audience;
2. Your message fails to make a compelling promise; and
3. Your message is lost in the vast ocean of digital noise.

Problem #1: Your Message Is About You, Not Your Audience

You undoubtedly already know that your core message – along with the messages you develop from it – should be about your audience. It should help them see themselves succeeding by using your product or service. This is “Marketing 101.” In fact, this is so elementary that perhaps you're wondering if there is any value to you in reading the rest of this executive brief. Trust me, you don't want to miss how these proven insights play out. What I'm sharing with you has made **many millions of dollars** for my clients.

In short, I'll simply say that despite our knowing this seemingly obvious truth about our messaging, most companies still trip up regularly when telling their stories and attempting to engage their audiences. It is easy to make the mistake of talking about ourselves, our products, and our services instead of our audience's vision, journey, and desired outcome if we don't have the right tools and plan in place.

Take this quick test: Look at the main message on your website.

- Do the words “I/we” or “my/our” appear in the message?
- Does the message refer to your company's products, services, or experience?
- Is there a direct pitch as to why the reader should listen to you or your company?

Any one of these missteps reduces the effectiveness of your message. **And this is just the tip of the iceberg.** There is so much more to making your message about your audience than simply avoiding these common mistakes. If any of these elements are part of your first-touch message, however, there's a good chance you aren't drawing your audience in and helping them see *their* vision fulfilled by aligning themselves with you and what you offer.

Problem #2: **Your Message Fails to Make a Compelling Promise**

What do you promise those who choose to engage with you? Some people call this your "brand promise." It can be stated directly or portrayed through stories, visual images, or other means. Think about brands like Nike™ and Apple™. While they don't state their compelling promises directly, they are strongly implied and understood. On the other hand, companies like Men's Wearhouse® make theirs a repeatable piece of their consistent messaging. George Zimmer, CEO of the company until 2011, ended each of his company's ads with his memorable words: "You're gonna like the way you look. I guarantee it." That's a compelling promise. And I know from first-hand experience George backs it up with action.

Does your core message promise the success your audience is seeking? Do you protect your clients from failure? Do you walk side-by-side with them to meet their objectives?

If you do something that provides added value, removes risk, or both, get behind it and make a meaningful promise to your audience. If you can't differentiate yourself with a compelling promise – directly or implied – it's time to do some introspection (and perhaps some retooling).

Problem #3: **Your Message Is Lost in the Vast Ocean of Digital Noise**

This is a problem even for those who have a clear, audience-focused message and a strong promise. The digital landscape is noisy. Period. There is so much going on that it can be difficult to even gain attention, much less help a prospect walk the path that leads to a purchase and ongoing loyalty.

There are myriad voices *screaming* at us to try the latest digital marketing tactics. We're told if we don't jump on the bandwagon, we're going to miss out. Algorithms change constantly. New rules that tell us what people are reacting to and how they prefer to engage are introduced seemingly weekly. It never stops. If we don't have a small army of tuned-in professionals helping us with each facet of our marketing efforts, we seem to always be a step behind (despite the exciting success stories we hear about others who are doing well with their online and other digital marketing initiatives).

Enough!

Yes, there is a time and place for a head-first jump into the digital marketing landscape for most companies and solo practitioners. The timing and execution of these efforts, however, are highly personalized. There is no one-size-fits-all approach that will work optimally for your situation – despite what you may be pitched by a fast-talking agency or believe based on the success you see another party enjoying online.

It's easy to tell ourselves, "It's working for those other guys. We just need to keep testing and tweaking and figure out what we're doing wrong!" If you can afford the time and resources to survive such a learning curve, this may be a viable option (although one that involves significant expense and lost opportunity). If you're like most, however, this is not a path to the greatest possible success. If any marketing effort isn't working, there's a good chance you have A.) the wrong message, B.) the wrong offer and/or lack of promise, C.) the wrong vehicle or venue, or D.) some combination thereof.

Can you relate to any of these problems I've shared? If you've got these core elements figured out and working optimally, that's great! You're in the very small minority. Keep up the great work.

If, however, you are struggling with one or more of the problems I've mentioned, I have some solutions for you. Please read on...

Solutions to These 3 Common Problems

Thankfully there are proven, simple solutions to these three problems. My clients have seen significant results quickly when we have implemented the solutions I'm about to share with you.

Problem #1:

Your Message Is About You, Not Your Audience

Solution:

**Stop Telling Your Audience About Your Product or Service.
Start Showing Them How to Transform Their Vision into Reality.**

We love to talk about ourselves. It's in our nature as humans.

And when we have a product or service that delivers what our audience wants in a big way, it can be tough to keep from tooting our own horns. Unfortunately, another part of our human nature is that we're concerned primarily with ourselves. That sounds harsh, but it's true – even for those who work hard to put others first. If our own needs and desires aren't met, we don't have much to offer anyone else. This is the vantage point from which our audiences are searching for solutions. It's about them.

So, despite the fact that your widget (or service) is the best such widget money can buy, stop talking about your widget. Start talking about the people who use your widget to accomplish their deepest desires. **Show, don't tell.** Allow your audience to see themselves succeeding with you as their guide and your widget as the catalyst to their success and **you'll turn the conversation in a positive direction.**

• • •

"Bryan helped us change the story on our website to be audience-focused. We increased our leads by 600% in just 30 days!"

- Ryan Hutchins, Peak Business Valuation

Problem #2:

Your Message Fails to Make a Compelling Promise

Solution:

Be BOLD.

Promise the Alluring Results You Know You Can Deliver

Now that you're focused on making your messages about your audience and not your company, product, or service, what can you promise that will make a first-step engagement decision easy for your audience?

When our messages are product- or service-oriented, our promises take the form of guarantees – which aren't bad, they just aren't emotionally compelling.

When our messages are audience-oriented – showing prospects and customers how they can transform their visions into reality – we can make emotionally engaging promises that hit home in a big way. Of course, we always tell the truth and deliver on our promises.

If your message isn't promising the success your audience is seeking, they will quickly tune out.

• • •

"The promise of avoiding headaches during and after divorce by entering the process through an entirely different door than hiring a divorce attorney is bold. We can deliver on this promise, however, so we make it openly – including in the very name of our firm. This promise is at the core of our success."

- Dawna Bentley, Peaceful Divorce Solutions

Problem #3:

Your Message Is Lost in the Vast Ocean of Digital Noise

Solution:

**Stop Chasing Shiny Marketing Objects.
Get Back to Proven, Old-School Communication That
Attracts, Converts, and Retains High-Caliber Clients**

Most of us suffer from feeling like we need to compete for attention in the storm-tossed waters of social media and other digital spaces. If we want a few paying clients to drip out of the bottom of our funnel, we must capture a huge number of eyeballs to suck people into the top of that funnel, right?

If you're as tired of that game as most business owners and solo practitioners, here's some great news: **There is a better path to success.**

Instead of getting in front of 100...500...even 1,000 people to convert one new buyer, consider how great it would feel to close 1 in 20 prospects. Or 1 in 10. Or even 1 in 5. These numbers are attainable.

How?

Well, before the “free” digital publicity that became a reality with the rise of the online world, savvy marketers were highly targeted in investing their precious promotional dollars. While the concept of targeting still plays out well today in sophisticated digital campaigns, the cost is a barrier to many small businesses and solo service providers.

There is an answer, however, and here it is...

The best way to get noticed by the right people is to **be away from the noise in places where they are free to think and pay attention**. A few examples of such places you can place yourself (with your revised, audience-focused message and promise, of course) are on the speaking podium at events and conferences, as a guest on other people’s established podcasts, on your own webinars, in prospects’ hands in the form of an enlightening book you’ve written, and even in your audience members’ mailboxes. (Not their email inboxes, but those mailboxes where physical envelopes are still delivered.)

Of course, there are *many* other places to be seen as well. These are just a few examples. Used properly, they are highly effective – as are plenty of other online and offline channels.

Small Audiences, Small Budgets, *BIG* Results!

- The approach I’m talking about allowed me to build **the most profitable company in the entire U.S.** in our sector in the highly competitive chemical and petroleum industry during a time when businesses were hyper-focused on pouring unreal amounts of money into online campaigns. The message of the day was that traditional advertising was dead, and the “smart money” was being spent online. Hmm...I’ll have to respectfully disagree. My marketing investment to build this leading company was a few hundred dollars a month.
- This same approach put me in front of an audience that garnered the opportunity to direct a money-losing retail store chain out of its downward spiral following the 2008 recession, pivoting the company and allowing its owners to grow it into the **top 1% of revenue producers nationally** among its thousands of competitors. Again, the opportunity for this gig came from a budget of less than a thousand dollars a month.
- My services have put **over \$150 million** in new money into my clients’ pockets over the past few years. In every case, they have increased revenues significantly while reducing their marketing expense-to-revenue ratio (and in most cases, reducing overall marketing dollar investment). That’s how powerful exceptional communication is.

Less Than 100 Real Advocates. That’s It!

Neither I nor my clients have hundreds of thousands (or even tens of thousands) of followers. We are not social media influencers. We are, however, highly influential with our respective audiences. And those audiences are small. In fact, in every success story I just mentioned in the paragraphs above – and many more similar situations – the total direct, engaged audience size of the business in question was less than

100 people. Yep. It's true. In the case of the first company I mentioned – the most profitable in its space nationally – the front-line audience was less than 50!

The secret is in the depth and type of the engagement, not the size of the audience. Most small business owners and solo entrepreneurs don't even have the ability to genuinely engage with more than a few dozen people. The magic happens in what those 50 or 100 relationships uncover and bring to the table.

Some of those 100 people will be fiercely loyal advocates – people who can't help but tell your story to others and connect you with people and resources to further your cause. Some will be other product or service providers who already serve audiences hungry for what you offer. Others will, of course, be happy clients who can't get enough of what you provide to them. And some will bring opportunities to you neither of us can even imagine from where we stand today. I never cease to be amazed at what comes out of the woodwork when a thoughtful, value-driven plan is put into motion.

Do yourself a favor: stop worrying about gaining a huge following and start focusing on providing real, unmatched value to your audience – no matter how small that audience is. Even if it is three people.

Lose the drive to build a big audience and discover the pleasure of nurturing tightly knit relationships. In the counter-intuitive but very real progression that will follow, you will gain a larger audience of high-quality prospects, clients, and advocates with this approach than you ever will by focusing on building a large audience. This mindset shift is key to creating, living, and exuding a message that draws the right people to you and your company and engages them in a meaningful, sustainable way.

Is this to say there is no place for a large audience in your future? Of course not! I'm simply telling you that the path to a large, engaged audience is value-focused engagement with a small, focused audience.

The Familiar Chicken-and-Egg Question

The marketing world has put a white-hot spotlight on the latest-and-greatest digital marketing vehicles, creating the false belief among too many business decision-makers that they are missing out if they are not using flavor-of-the-day technology to get in front of their audiences. This simply isn't true. The only parties served well by perpetuating the fear of missing out (FOMO) in this regard are the sellers of those "solutions." For every success story we hear, there are thousands who have received zero for their outlay.

Until you have a message that connects with your audience, it doesn't matter where you place it; you will not see your desired results materialize. And when you have the right message, there is no need to shotgun it across the digital landscape (or any landscape, for that matter). Targeted, personalized communication – online and offline – that connects us as humans is where the smart money goes.

Get your message right *before* deciding how you will get it in front of your audience.

• • •

"Bryan devised a direct-response campaign and wrote the copy that brought a 20% response rate on a high-ticket service. My ROI on that campaign dwarfed industry norms!"

- Eric Dahl, Seasoned Marketing Veteran

Whether online or off – verbally or in writing – savvy business leaders know the *right message* is at the core of all marketing and sales success. Once we have this carefully crafted message, putting it in front of the *right audience* at the *right time* using the *right vehicle* can save thousands of dollars and months of wasted time, all while multiplying sales closing rates.

- If you have (or want to have) a high-touch business that thrives on building sustainable relationships with clients who stay long-term and refer other high-caliber prospects to you, you're in the right place. Please read on to discover how to bring greater success to your marketing efforts while reducing your marketing investment.
- If you've reached your limit of pouring money into "just one more campaign" or another month of service from a marketing provider that isn't delivering results, please keep reading. You have the power to change the results of your marketing efforts.

Take control of your marketing today. Get your message right. Focus in on your prime audience. Get in front of them in a way that cuts through the clutter, grabs their attention, and leads them to engage with you. This opportunity is yours. It works. Employing it can multiply your sales rate on a smaller budget than you are currently spending.

What's Next?

If ideas have triggered for you as you've read this brief introduction that illuminate a clear path forward for you in sharpening your message and getting it in front of your audience effectively, that's great! Take that next step you see in your journey and keep moving.

If you like what you've discovered but aren't sure how to reinvent or refine your message or put it where your prospects will see and engage with it, **let's talk**. I'm happy to spend some time with you **one-on-one, free of charge** to help you figure out your next steps. This is how Jessica got her start with me over 15 years ago. After working with three of her well-respected companies (and continuing to serve her today), this is what she has to say:

"From writing compelling copy to strategizing on how we communicate online and in person, Bryan understands the nuances and power of communication that give us a competitive advantage."

- Jessica Devenish, Successful Serial-Parallel Entrepreneur

I'm not here to twist your arm. I don't have a spammy email list to add you to. (In fact, you'll notice you didn't even have to give me your email address to get this briefing.)

This is about you.

When you're ready to turbo-charge your message and quit wasting time and money on failed or under-performing marketing efforts, contact me so we can find a mutually workable time to visit. You can reach me directly at bwpope@bwpope.com. Just one more thing...

Please rest assured, our visit will be about you and your goals. Regardless of whether we decide to work together, you will gain valuable insights into the next steps that will get your company to that place you envision it being...

No pressure. No hype. Life's too short for that.

Just a peer-to-peer, value-filled discussion.

I look forward to hearing from you.

Sincerely,



Bryan Waldon Pope

The Million-Dollar Wordsmith™

bwpope@bwpope.com

• • •

"The leverage that comes from clarity is so underestimated. Bryan helped us clarify our core message, which has allowed us to fully align our board and our team to take on the best work we've ever aspired to."

- Kent White, CEO/Executive Director, A Child's Hope Foundation