

JACKSONLEE

Guide to Effective Messaging

5 Simple Rules





The Messaging Workshop unlocked everything for my foundational messaging, web copy, ad copy, pitches and product descriptions. It was an incredible value – and working with Linda herself is so much fun – her heart is as big as the ocean and her expertise as deep.

**TINA TURNER, FOUNDER
THE FUTURE MAKERS ACADEMY**

If you want the messaging for your company, product or service to work for you and not against you, follow these **5 Simple Rules**.

Your message must:

- 1 Consistently Say the Right Things:** The way you describe your company, product or service should be consistent across your communication materials. It's important to prepare foundational messaging to form the basis of all your marketing and communications materials – from your elevator pitch to your website and beyond.
- 2 Address Your Target Audience:** Messaging that speaks to everyone isn't nearly as effective as targeted messaging that speaks to your ideal customer. Identify who that customer is, their challenges and what they care about, then ensure that your messaging addresses them directly and shows how you can help them solve their challenges.
- 3 Use Clear, Concise Language:** When someone comes to your website you have only a few seconds to grab their attention. If they see a lot of meaningless words, they bounce – never to return. If they see clear messaging that speaks to them in language that resonates, they are more likely to want to learn more and take action.
- 4 Compliment your Buyer's Journey:** It's important that your messaging speaks to your customers at the point they are in the buyer journey. Are they just starting their research, or are they ready to buy? A variety of message-aligned content will move your target audience from the initial research stage through their decision making and purchase stages.
- 5 Show Up in the Right Places:** It's equally important that you publish your messaging in places that your buyers visit. Different media channels, social media platforms and advertising types reach people from different markets. Find out where your buyers are looking and deliver your messaging on those channels.



Our bonus Messaging Audit questions will help you determine how your messaging measures up.

Now, test **your** messaging against these rules with our **Messaging Audit**. [▼](#)

JacksonLee Group's Messaging Audit

Step 1. Reference the 5 Simple Rules to answer the following questions:

- 1 Ask yourself, "What does <my company> do?" Now ask 3 of your clients or colleagues. Are your answers the same?
- 2 Does your messaging directly address your target audience?
- 3 Does your messaging clearly state what matters to your customers and show that you understand their challenges?
- 4 Does your message align to key points in your buyer's journey and make it easy for them to move to the next step?
- 5 Does your messaging show up in the channels your target customers are dialed in to?

Step 2. Reflect on your answers

If you can't confidently answer yes to all these 5 questions, there is work to be done. You need to go back to basics and clearly define what you do, who you do it for, why it matters and how what you do is different than your competition.

Step 3. Fix your messaging

This might be easier said than done. If you don't know where to start, consider a 90-minute Messaging Workshop from JacksonLee Group. It's time to put your messaging to work for you!

[Schedule a Call](#)



Through a collaborative process, including a workshop with our board of directors, we are now equipped with new messaging and supporting materials intended for multiple audiences.

OLIVIA MCGUIRE

**EXECUTIVE DIRECTOR
STARTING FROM SCRATCH**