

A simple way to...

- 1) Reduce customer acquisition cost
- 2) Increase the lifetime value of a customer

At every stage, a prospective customer should effortlessly know **WHAT** you do and **WHY** you do it.

<p>"I can get _____ here, <i>(PRODUCT or SERVICE)</i></p> <p>so that I can _____ <i>(ACHIEVE A TYPE OF SUCCESS)</i></p> <p>and to get it I need to _____." <i>(HOW TO ENGAGE)</i></p>	+	<p>"I trust _____ <i>(YOUR COMPANY or REP)</i></p> <p>because they share my _____ <i>(BELIEFS, PURPOSE, OUTLOOK)</i></p> <p>and my _____." <i>(PERSONALITY, HUMOR, STYLE)</i></p>
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WHAT

WHY

If it requires too much effort to understand this, you risk wasting a lot of money on marketing efforts that go nowhere.

- A. Do the self assessment on the other side of this sheet.
- B. See if you're wasting money on an unclear message.
- C. Email David at Simple Message for a free assessment of 2 pieces of your marketing material.

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Will a prospective customer clearly understand
WHAT you do and **WHY** you do it from your marketing?

Rank each outlet

1=it's unlikely 2=maybe with effort 3=very likely

