

# Magnetic Brand ~ Marketing Message

## The 5P's of a POWERFUL Marketing Message

STEP 1 – POSITIONING: What are you the Queen/King of?
I am...
STEP 2 – Identify the PERSON/PEOPLE you “want” to work with.
I help people like my client _____
STEP 3 – What is their biggest PROBLEM? What keeps them up at night?
Who struggled with...
STEP 4 - What is your PROCESS to help them?
Until I....  with my simple process that...
STEP 6 - How will they ultimately PREVAIL?
So that they could...

### Memorize it ~ Repeat it ~ Teach it

*Example: I am \_\_\_\_\_. I work with businesses like my client \_\_\_\_\_ who were frustrated with high credit card fees and unknown charges until I worked with them to understand their needs and personally choose the best provider for their transaction types so that they could rest assured trusting that they'll never hemorrhage money unnecessarily again.*

*Example: I am Christie Ruffino. I help women like my client Sandy who was frustrated in an unfulfilling job until I worked with her to define her focus, her story, and her core genius to build a magnetic and highly rewarding business. Best of all, she's making a bunch of money so she can she can take her family on more vacations.*