

Discovery & Assignments

A self-paced experience designed for participants to learn, practice, and immediately apply the skills needed to create memorable messages.

day one	day two	day three	day four	day five	challenge
Match Your Message to the Moment	Develop Compelling Messages	Disrupt Your Prospect's Status Quo	Defend Your Incumbent Advantage	Grow Customer Relationship	
Why Memorable Messages Matter	Use the Hero Storytelling Model	Disrupt Status Quo Bias	Manage Status Quo Bias	Develop Your Why Evolve Message	Prepare to Submit Your Memorable Message
Message to the Customer Deciding Journey	Master the Three C's of Content Creation	Surface Unconsidered Needs	Develop Your Why Stay Message	Adapt Why You for Acquisition	Create and Submit Your Memorable Message
Recognize Status Quo Bias	Grab and Keep Customer Attention	Develop Your Why Change Message			Program Completion
Build and Apply A Message Framework		Message Why You for Acquisition			
Put Your Capabilities Into Context					
Applied Workbook Exercise	Applied Workbook Exercise	Applied Workbook Exercise	Applied Workbook Exercise	Applied Workbook Exercise	

Post Training

Skills Reinforcement: a five-week series of emails that provide wireframes and resources for applying Memorable Messages.

