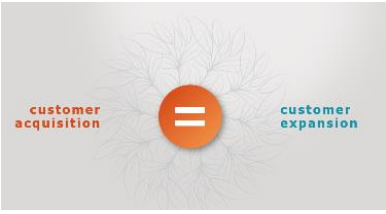
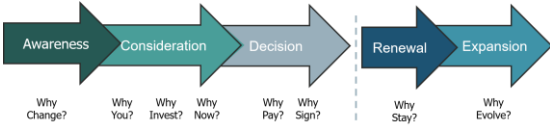
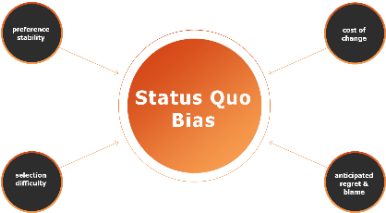



## Memorable Messages | learning outcomes


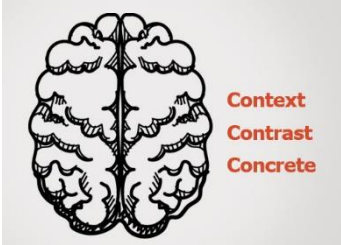
### Fundamentals of Messaging – Match Your Message to the Moment

Module	Visual Concept	Learning Outcome	Key Content	Runtime
why memorable messages matter		Understand why using a proven messaging methodology is critical.	<ul style="list-style-type: none"> <li>Course Overview</li> <li>Acquisition ≠ Expansion</li> </ul>	3 minutes
message the customer deciding journey		Distinguish the one-size-fits-all traditional buying journey from the situationally specific deciding journey.	<ul style="list-style-type: none"> <li>Acquisition messaging</li> <li>Expansion messaging</li> </ul>	9 minutes
recognize status quo bias		Discover the four causes of Status Quo Bias and how to address them when creating acquisition and expansion messaging.	<ul style="list-style-type: none"> <li>Consider why your target audience may resist change</li> <li>The causes of Status Quo Bias.</li> </ul>	8 minutes
build and apply a message framework		Define decision-specific message frameworks and how to apply them to various marketing assets.	<ul style="list-style-type: none"> <li>Plan the assets you will need to create and support your message.</li> </ul>	10 minutes

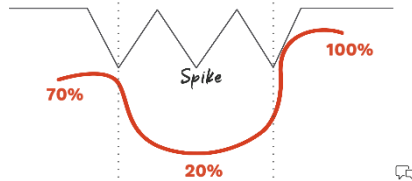
## Fundamentals of Messaging – Match Your Message to the Moment

Module	Visual Concept	Learning Outcome	Key Content	Runtime																																																																		
<p><b>put your capabilities into context</b></p>	<p><b>Capabilities Matrix</b></p> <table border="1"> <thead> <tr> <th>Capability Name</th> <th>Description</th> <th>Unique</th> <th>Competitive</th> <th>Core</th> <th>Business Challenge</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>	Capability Name	Description	Unique	Competitive	Core	Business Challenge																																																													<p>Lead customers and prospects TO your capabilities—not WITH your capabilities.</p>	<ul style="list-style-type: none"> <li>Put your capabilities into context by aligning your capabilities with the customer challenges they solve.</li> </ul>	<p>9 minutes</p>
Capability Name	Description	Unique	Competitive	Core	Business Challenge																																																																	

## Fundamentals of Messaging – Develop Compelling Messages

Module	Visual Concept	Learning Outcome	Key Content	Runtime
<p><b>use the hero storytelling model</b></p>		<p>Construct your story from the only perspective that matters—your customer's.</p>	<ul style="list-style-type: none"> <li>The importance of You-phrasing.</li> <li>Making your prospect the Hero of your story.</li> </ul>	<p>10 minutes</p>
<p><b>master the three c's of content creation</b></p>		<p>Compose messages that engage System 1 brain processing using three essential storytelling techniques.</p>	<ul style="list-style-type: none"> <li>The Three C's of messaging: Context, Contrast, and Concrete language.</li> </ul>	<p>17 minutes</p>

grab and keep customer attention



Recognize the way the brain processes information and overcome the "Hammock Effect."

- Using Number Plays and Words In Common to grab customer attention.

13 minutes

## Acquisition Messaging – Disrupt Your Prospect’s Status Quo

Module

Visual Concept

Learning Outcome

Key Content

Runtime

disrupt status quo bias

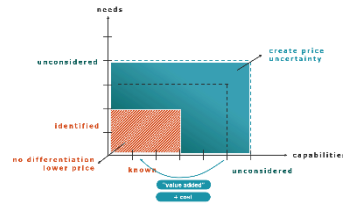


Disrupt the four causes of Status Quo Bias in your messaging.

- Disrupt Status Quo Bias to convince prospects to change.

15 minutes

surface unconsidered needs

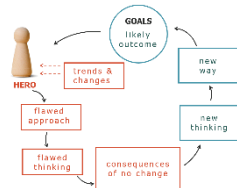


Make your messages unique and memorable by leveraging unconsidered needs.

- Map your Unconsidered Capabilities to Unconsidered Needs and Customer Challenges.

11 minutes

develop your why change message

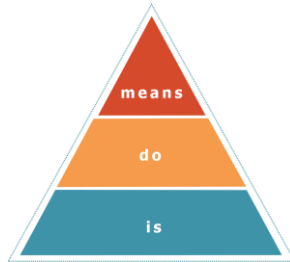


Create a compelling Why Change message that contrasts an unsafe status quo with a new safe path.

- Identify the pivot for your message.
- Use a proven framework to create a Why Change message.

11 minutes

message Why You for acquisition



Craft a Why You message that highlights your differentiation.

- Apply the Message Pyramid to create a Why You message.

16 minutes

Expansion Messaging - Defend Your Incumbent Advantage

Module

Visual Concept

Learning Outcome

Key Content

Runtime

manage status quo bias



Manage the four causes of status quo bias in your expansion messaging.

- Reinforce the Status Quo in Why Stay messaging.
- Balance Status Quo Bias in Why Evolve messaging.

10 minutes

develop your Why Stay message



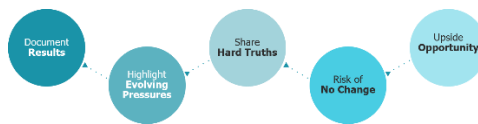
Create a Why Stay message that reinforces that status quo and convinces existing customers to renew their relationship with you.

- Use a proven framework to create a Why Stay message.

8 minutes

Expansion Messaging – Grow Customer Relationships

develop your Why Evolve message

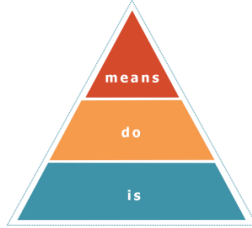


Create a Why Evolve message that convinces existing customers to upgrade to new offerings and buy additional solutions.

- Use a proven framework to create a Why Evolve message.

8 minutes

## adapt Why You for expansion



Adapt your Why You message so that it reinforces Selection Difficulty.

- Apply the Message Pyramid to create a Why You message for expansion.

7 minutes