

Creating your Core Message

Have you ever been in a situation where you were talking to someone and they asked what you do? You mentioned your profession and title and then....*Nothing*. The conversation had nowhere to go.

For example, say the person you met said they were an accountant (nothing personal against accountants), what is your initial reaction and thoughts? Are you able to keep the conversation going or will it just die?

One way you can get over this problem of introducing yourself to others at a networking event, socially or even on the train, is to create a core message that tells the other person what problems you solve and how your solution provides benefit.

As an example this is my core message:

My name is David Donahoo, from The Eyes of Horus, as you are aware, many people nowadays suffer from fears, anxiety, stress and other negative feelings and thoughts, which impact their businesses and their life. What I do is help you to be free of those blocks, and empower you with the right tools to achieve optimum results.

This message allows me to either introduce myself when I stand up at a meeting or gathering, or I can use it when talking with a person one on one at a social, work or networking event. Once they know what the problem is that I solve and hear the benefits they could get, it opens up the door for them to explore further with me what I do to see if they can use my service or may know someone who will need it.

The basic format of the core message is:

My name is... (name) from(business name). You know how people nowadays are / Or / As you are aware many people nowadays are(problem), Well what I do is help them (your solution)

To create your core message you do the following steps:

1. Identify the problem that you resolve
2. Identify the solution or benefits you provide
3. Put it together in the basic format.

This template can be used to help and create your Core Marketing Message:

www.theeyesofhorus.com.au/articles/CMM_template.pdf

Once you have this, learn the message off by heart, then you can use it anywhere and watch the conversation and opportunities grow.