



Launch Like a Boss

**CRAFTING YOUR
MESSAGE**

LAUNCH LIKE A BOSS

Module 2 | Product & Message

CRAFTING YOUR MESSAGE

Ready to put your whole product message together? If you've already been intentional about creating a product that people really want to buy, and you've developed your product's promise, then this final step will be quite simple. In fact, you'll probably be able to copy + paste the answers to many of the questions below.

Who is your customer?

What is the one thing that all your customers have in common? (What do they all want?)

Brief description of your target customer:

Example: female, age 40+, interested in fitness

What challenge are they facing (that your product will solve)?

What external problem is this causing them?

Examples: dirty floor, boredom, not enough website traffic, not enough money, wasting time doing something the slow way, can't raise their prices, kids won't eat healthy food, can't see their computer screen clearly, files might get lost, etc.

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Who's the "enemy" that's causing the problem?

Examples: their current job, their busy schedule, society, their location, etc.

How is it making them feel? (negative)

Examples: stressed, scared, overwhelmed, like a failure, worried about the future, frantic, pointless, frustrated, etc.

From a philosophical stance, why should this challenge be solved? Why is it "wrong" that this is happening?

Examples: we shouldn't have to live in dirty houses, we shouldn't spend the best year of our life bored out of our minds, it shouldn't be so hard to get people to visit your blog, in such an abundant society it shouldn't be difficult to pay the basic bills, it shouldn't be so tough to get your work done, you shouldn't have to live in fear of losing your important files, etc.

Who are you to your customer?

Why/how do you understand what they're going through?

Have you gone through something similar in the past?

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Why should they trust you?

How do you know what you're talking about? Do you have any specific qualifications? Have you created results for others in the past?

What's your plan for your customer?

What plan do you recommend your customer follows in order to overcome their challenge and solve their problems?

Examples:

- A. *Take our course, learn our proprietary 5-step system, and overcome the challenge you're facing.*
- B. *Use Pinterest to drive traffic to your blog. Our course will teach you how!*
- C. *Learn to cook meals your kids will actually enjoy! Our cookbook offers dozens of great options.*
- D. *Use our desktop app to auto-backup all your files to the cloud on an hourly basis.*

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What would you like to inspire them to do?

Examples:

Quit blogging for nobody and finally learn how to generate blog traffic.

Stop struggling with your kids every time you sit down to eat. Learn to cook recipes the whole family will find irresistible!

Stop undervaluing your work and learn how to raise your prices with confidence!

Stop worrying about losing your important files. Get the tools you need to keep your data safe!

What will their life be like once they've overcome their problem?

What will happen if they don't solve their problem? What will their life be like then?
