



Master Your Message

MESSAGE BLUEPRINTS

Mastering Your Message is the key to standing out online and building a thriving business. Thanks for watching the free training, your message blueprints are inside...

BY CASS DUFFILL

MASTER YOUR MESSAGE FREE TRAINING

A woman with blonde hair, wearing a bright pink blazer over a white t-shirt, is sitting on a balcony. She is holding a laptop with a marble pattern on the lid and is smiling. The balcony has a black metal railing. In the background, there is a red-tiled roof and a textured wall. The entire image is covered with a semi-transparent red overlay. Overlaid on the image is the text: "Marketing creates a *journey* where working *with you* becomes the next *logical* step." in white font. The words "journey", "with you", and "logical" are in italics.

Marketing
creates a
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CASS DUFFILL - THE HEART OF BUSINESS
HEART-CENTRED BUSINESS EXPERT



Master Your Message *Checklist*

- ☐ Understand the art of selling solutions
- ☐ Deep dive your dream client & what they really need or want
- ☐ Share the amazing outcomes you provide
- ☐ Sprinkle your magic & share what makes your solution unique
- ☐ Use the blueprints to create messages that get noticed!



Message *Blueprints*

In the free video training series Master Your Message I shared my top three blueprints for creating messages that connect with your audience.

BLUEPRINT #1

I HELP (Dream Client) GET (Solution / Desire) WITHOUT (Pain Point).

BLUEPRINT #2

I HELP (Dream Client) DO / GET / HAVE / ACHIEVE / ELIMINATE / REACH / REDUCE (Pain Point / Desire) SO THEY CAN (Benefit).

BLUEPRINT #3

I HELP / SUPPORT / TEACH (Dream Client) BE / ACHIEVE / CREATE (Solution / Desire) WITH (Benefit) WITHOUT (Pain Point).

Where To Use Your Marketing Messages?

Now that you have your marketing messages, where would you use them? Here are some ways you can put these messages to good use!

01

SOCIAL MEDIA

Now you've mastered your message you'll never be stuck for what to say again! Use them in your posts, lives or stories.

02

COURSES & PROGRAMS

Use these messages to describe your courses or programs, so they stand out and make a real impact.

03

BRANDING & WEBSITE HERO STATEMENTS

Create new stand-out messages for your website, particularly your homepage hero statement, sales pages and services pages.

04

LEAD MAGNETS & OPT INS

Using these messages will increase the conversion of your lead magnet & opt ins. Use them particularly in titles and descriptions.

05

CONTENT CREATION

Remember to use the amazing messages you've created in your newsletters, blogs and website content.

Grow your business in a
community of
heart-centred business
owners who understand
your journey.



The Heart of Business is a motivating and supportive space where heart-centred business owners gather to grow a thriving business that aligns with their values. We grow, support & rise together!

A monthly membership with mentoring, training, action taker sessions & more!
Come take a look & join the waitlist.

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