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SENDING THE RIGHT MESSAGE

Fast Break Breakfast

11/11/11

BUSINESSES INVEST MORE TIME...

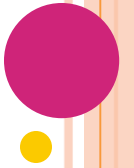
... Figuring out where to advertise.

... Learning how to navigate Facebook.

... Finding the best price on toner cartridges.

Than on

WHAT MESSAGES
SHOULD WE BE
SENDING?



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**WHY INVEST IN MESSAGE
IN DEVELOPMENT?**



Web Images Video Local Apps More

 Web Search

My Yahoo! Mobile

Sign In New here? Sign Up Page Options

YAHOO! SITES Edit

- Mail
- Autos
- Dating
- Finance (Dow ↑)
- Flickr
- Games
- Health
- Horoscopes
- Jobs
- Messenger
- Movies
- News
- omg!
- Real Estate
- Shine
- Shopping
- Sports
- Travel
- TV
- Weather (54°F)

More Yahoo! Sites

MY FAVORITES Edit

- Facebook
- Twitter
- Add Favorite

FEATURED PARTNERS

- Univ. of Phoenix

TODAY - Wednesday, October 19, 2011



Obama says Kardashians set bad example

The president doesn't approve of Sasha and Malia watching the reality show, says Michelle Obama. His concerns >>

['Keeping Up' images](#) • [Kim K. responds to critics](#)
[Celeb's serious side](#)

- Exotic animals escape in Ohio
- Obama dislikes 'Kardashians'
- Bear cub found in produce aisle
- Simon Cowell's big mistake

1 - 4 of 40 < || >

NEWS WORLD LOCAL FINANCE

- Social Security recipients to get 3.6 percent increase
- 5 foreign nationals held in Texas courthouse break-in
- Family of 4 found dead in affluent, suburban NYC home
- Store clerk kills would-be robber who grabbed daughter
- Live: Lindsay Lohan faces possible jail in court hearing
- Shia LaBeouf gets into yet another bar fight
- Make that 4 killings in about an hour - Philly.com
- "Everyone crossed the line," Perzel tells... - Philadelphia...
- Lanes to be restricted in Sq. Hill Tunnel... - Post-Gazette
- MLB · NFL · College football · NASCAR · Soccer

updated 01:40 pm More: [News](#) [Popular](#) [Photos](#)

Markets: Dow: 11,611.00 **0.29%** Nasdaq: 2,635.38 **-0.82%**

Enter stock symbol **Get Quotes** **Scottrade** **Open An Account**

MARKETPLACE

ING DIRECT Save your money at [ingdirect.com](#)
 No fees. No minimums. FDIC Insured
 Open online in less than 5 minutes

TRENDING NOW

Watch the show

1. Hipster cop
2. Susan Sarandon
3. Michele Bachmann
4. Yucca Mountain
5. Tech stocks
6. Dreamliner
7. Chord Overstreet
8. Mortgage rates
9. Escaped animals
10. Illegal immigrat...

AdChoices

Call Allstate - Ad Feedback

VIDEO PICKS



Efforts to save dogs dumped in Everglades

- Teen phenom to be youngest LPGA tour player
- Toys from the '80s worth big bucks

Find star styles on The Thread

Shine

- Stars' style secrets
- Bargain-shopping celebs
- Who wore it best?



WIIFM?

If you don't answer the **WIIFM**, plan on doing business **WIIFOUTEM**.



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THEY DEFINE YOUR CUSTOMER
EXPERIENCE.

Expectations
not set
cannot be met.

BY DEFINING YOUR MESSAGES WITH THESE FILTERS IN MIND, YOU WILL:

- Define your competitive advantages
- Frame your elevator speech
- Equip your entire team with tools that help them clearly and consistently describe what you bring to customers
- Differentiate yourself from others
- Gain content for story-telling
- Build a great list of search terms for your website



**FUNCTIONAL VS.
EMOTIONAL BENEFITS**

FUNCTIONAL VS. EMOTIONAL BENEFITS

Functional Benefits Describe

- How things work
- Facts
- Tangible features
- Physical attributes
- Quality



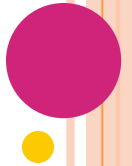
Emotional Benefits Describe

- How I feel when I interact with a product, service or company
- First or lasting impressions



TO UNCOVER YOUR BENEFITS: START WITH FUNCTIONAL BENEFITS

- Make a list of what you *do* (or what your product/service does)
- Make a list of the *features* of your products or services
 - Define quality
 - List key characteristics
 - Capture the aspects that are tangible, even if you're in a service industry



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NOW COMES THE TOUGH PART...

- What do customers gain *emotionally* from those functional benefits?

Functional benefit	What customers gain <i>emotionally</i> from that benefit
Manicures that last three weeks	Freedom to fit more into their schedules without sacrificing beauty
Roofs that are durable	Peace of mind that their roof will withstand a tough Ohio winter
Business coaching that boosts sales	Confidence that their strategies will pay off



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THE BEST WAY TO UNCOVER
EMOTIONAL BENEFITS:

ASK YOUR
CUSTOMERS
WHY THEY
TRUST YOU.





HOW TO APPLY YOUR MESSAGES

AFTER YOU'VE IDENTIFIED YOUR KEY MESSAGES (AIM FOR 3)...

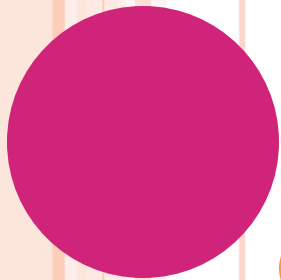
- Communicate them to your entire team
- Use them as fodder for website content
- Look for ways to find real-life stories that support your emotional benefits
 - Great for elevator speeches
 - Perfect content for social media sites

TRY NOT TO...

- Try to tell me everything. Remember the filters – **keep it simple**
- **Use jargon**
- Use more “we/ours” than “you/yours”
- Fall back to words that don’t mean anything to most people:
 - Solutions
 - Quality
 - Innovation
 - Meet your needs



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Q&A

Fire away!