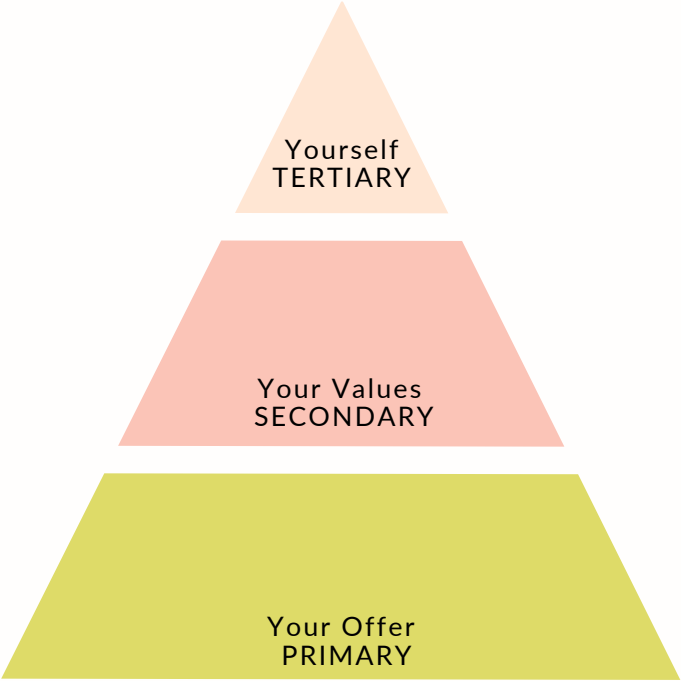


My Primary, Tertiary and Secondary Messages



- Yourself

Humanise your brand
Pick 2 or 3 things you are happy to be known for
Over and above your business, personal things
Could be hobbies, pets, things you're overcoming
- Your Values

What you stand for in your industry
What you stand against
What makes you upset on behalf of your customers?
What change do you want to contribute to?
- Your Offer

Goal is to move from cold to warm quickly
You do that by building credibility
Share your origin story, your why
Wins you've had in your business
Customer success stories
Overcoming barriers to purchase
Events- sales, bonuses or offers

My Tertiary Messages (great on stories for Facebook community building posts, have fun!)
My Secondary Messages (Great attraction content on your Facebook/ Insta/ TikTok/ LinkedIn Pages and Nurture Content in your Groups)
My Primary Messages (Great for nurture and credibility content on your blog, in your Groups, in emails)