

## how do you respond when someone asks **what does your company do?**

do all your employees answer the same way? is it compelling, or do you sound like everyone else?

“Messages” are written and verbal statements that **quickly describe what you do and how you’re different**. Good messages take your competitive positioning and brand strategy to the next level. They hone in on what’s important to your market and communicate it consistently and effectively.

Messages are used throughout your interactions with your market:

- ♦ The “elevator pitch” – the 30 second response to “what do you do?”
- ♦ Sales & marketing materials – sales literature, websites, presentations and campaigns all use messages of various lengths
- ♦ The introductory statement in a phone call
- ♦ Press releases – the blurb at the bottom of the release that explains what the company does
- ♦ Slogans
- ♦ Your mission statement

### Define your writing style and requirements

Before you start writing, define your style requirements tone, voice, style, vocabulary – so the writing will be consistent and match your brand strategy.

### Create an elevator pitch

The elevator pitch describes who you are, what you do, who your customers are and why they should buy from you. When you’ve written it, test it to see how it sounds and how long it takes (no more than 30 seconds).

### Create your positioning statements

Write statements of various lengths – 25, 50 and 100 words – so you have a message length that fits a variety of materials. The shorter statements focus on the value and brand position; the longer ones add features and benefits.

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**MARKETING** - a melding of art and science:  
creativity executed through a disciplined process

### Create a tagline/slogan

Your tagline/slogan is a more succinct phrase used in campaigns. It can be one word or a short phrase and for most business writers, it’s harder to create. You may want to hire a copywriter for this one.

### Create your mission statement

An average mission statement describes why you’re in business. A great mission statement is compelling, shows why you’re different and conveys your company’s personality.

### Determine where to use the messages

Make sure to use your new messages consistently. Train your team to use the messages and audit your materials periodically to make sure they’re still working in the future.

*Give us a call (203) 254-8556 or email us at [hello@palmer-farrington.com](mailto:hello@palmer-farrington.com) for help creating compelling messages for your company.*