



The Million Dollar Message Generator

The Art of Irresistible Attraction

Sherry Buffington



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One of the main reasons why entrepreneurs are not attracting all the customers they want is because they are not generating messages that grab the attention of their target market.



Whether you are introducing yourself at a networking event, building a web page, writing a sales letter or creating brochures, flyers or business cards, you need messages that get the attention of your ideal clients, and get them to act. If you don't, it won't matter how good your product or service is or how much you want to make a difference in the world, your business is going to struggle to survive. And I speak from experience here. It took me years to figure this out, and not knowing cost me plenty in both time and money. I want to save you and other entrepreneurs the years of struggle I had, which is why I created this guide to creating a million dollar message.

“Million Dollar Message” is no exaggeration either. Many entrepreneurs have gone from struggling to generating millions of dollars by creating an irresistible message that got the attention of the people they wanted as customers and inspired them to buy.

After years of struggling to come up with the right message, I finally found that there was a specific formula which all successful marketers use. It is this formula I will share with you here. I think you'll agree, it makes creating a million dollar message a whole lot easier. Let's get to it!

Grab Their Attention

Picture this...Sue, an executive coach is at a networking event filled with executives that are potential clients. She's in the right place and she knows she can make a big difference in the outcomes of her clients because she's done it.

One of the executives approaches her, introduces himself and asks, "What do you do?" Sue replies, "I'm an executive coach." As Sue is saying this, she offers the executive her business card which contains her name and contact information and repeats the fact that she is an executive coach. The executive glances at her card, smiles politely, chats for a few minutes, and finds an excuse to depart as soon as possible. This scene is repeated several times throughout the evening and Sue leaves without a single client lead.

This is essentially what happens in business settings, on the internet, in emails, and other marketing materials millions of times

every day all over the country. Studies suggest that 95% of business owners answer the question, “What to you do?” in that same non-inspiring way—which may explain why, according to the U. S. Small Business Administration, 95% of all businesses fail in the first five years.

If that has been your experience in the past, get ready for a quantum leap to success. *The Million Dollar Message Generator* is going to guide you step-by-step through the formula for succeeding in business big time!

Before you get started generating your million-dollar message, let’s go back to Sue and see how her evening at the networking event could have been a lot different.

Each of the four clients Sue was coaching at the time of the event had improved their communicational and decision-making skills measurably. Two of them had reported to her that, thanks to her coaching, they now had more free time (21% and 25% respectively), and one reported that employee productivity and profits were up by 2%. The executive that reported the profit increase is the head of a billion dollar company, and a 2% increase translated to millions of dollars.

Based on this information, I helped Sue redesign her “elevator speech.” Sue no longer says “I’m an executive coach.” She now knows that means very little to most people because few people

think they need a coach. What everyone wants is *results*. And the results they want are quite specific. Sue's message now reflects that.

Now when someone asks Sue what she does, she answers, "I help executives get the most from their employees, save time by 25% or more, increase their effectiveness with less effort and increase company profits, sometimes by millions of dollars."

Do you suppose this would grab the attention of executives and induce them to ask Sue how she does that? You bet it would. In fact it does, and now Sue has all the clients she wants. She has raised her prices too and is making more than *ten times* what she was making before she changed her message.

Devising the right message is vitally important to the success of any business, including yours.

What You Need to Generate Your Million Dollar Message

You Need:

1. A clear description of your ideal client. The one client that best represents your target market; who they are, what they want, and what their biggest challenges are.
2. A compelling message that acknowledges their challenges and promises specific results.
3. An attention grabbing headline that addresses a need, want, or challenge.
4. A sub-headline or secondary message that promises a fast, easy solution to pique their interest.
5. A leading sentence or paragraph that explains what your sub-headline promises.
6. An illustration or description of how what you offer works and how it is unique.
7. Proof that your product/service really does work.
8. A summary of the benefits that come from working with you and your company.
9. A view of the cost of *not* working with you.
10. A way to make it easy *for* your target market to do business with you.

Generating Your Million Dollar Message

STEP 1 – Define Your Market

Before you can begin creating your Million Dollar Message, you need to know who your target market is. You cannot hit a target you cannot see, so be sure you are clear about who you are trying to reach before you begin fashioning a message.

IMPORTANT TO KNOW AND REMEMBER:

The narrower your target market, the easier it is to create a message that will grab their attention. This feels backwards to many inexperienced marketers, but test it for yourself.

With all the clutter out there, what gets your attention? Why? If you take the time to ponder this, you will discover that you act on messages only when they speak directly to *you*. That's true for everyone.

Are you moved to take any action by an automobile ad, no matter how interesting it is, if you are not in the market for a car? If you are a vegetarian and avoid fast food, are you the least bit interested in the juicy hamburger and fries the advertiser has spent a fortune to present to you on the TV ad?

Let me give you a closer to home example. I am assuming you are a business owner or are at least responsible for making a business successful or you wouldn't be reading this guide.

Which of the following messages is more appealing to you?

**Have the life you want and the time to enjoy it sooner
We can show you how!**

OR

**Business Owners - Want to grow your business faster?
This tried, tested, and proven system will help you attract
all the customers you will ever want and free you up
to enjoy the profits – *Guaranteed!***

Both ads promise desirable outcomes. Everyone wants to have the life they dream of and the time to enjoy it—and the sooner, the better. But, the first message is a shotgun style message designed to appeal to a broad market. Such a message may get a few nibbles from less sophisticated business owners, but today's informed businesspeople are more likely to be skeptical than moved to action. The second ad promises, and guarantees, specific results.

As you define your market, narrow your picture down to a *single ideal client* and describe him or her. This may seem too narrow, but as you will see later, it really is the place to begin. (If you are new to business and don't yet have an ideal client, imagine one.)

1. Describe your ideal client in specific (gender, age, income bracket, industry, profession—whatever is relevant)
2. What does this ideal client want? What is he/she hungry for? What does he/she crave? Think in terms of *wants*, not needs. People may *need* transportation to get to work, but any dependable vehicle will do the job. Yet most people don't buy the least expensive one. They buy the best one they can afford based on what they *want*.
3. What is this client's biggest challenge? What is a big enough source of pain for them to be willing to pay to solve it?

4. What are the two or three biggest hot buttons of your ideal client? (If you don't know for sure, contact your ideal client and ask.)

1.

2.

3.

You want clients who are already hungry for what you provide, are actively looking for a solution, and are ready and willing to pay you to help them fill it faster and easier than they can on their own. Trying to convince people who aren't aware of the need or who are unwilling to pay for a solution is a waste of time and energy. There are two obstacles no business can overcome: (1) not need and (2) no money.

STEP 2 – Define Your Niche

Based on your ideal client profile, what is your *specific niche*? (Remember: the narrower and more laser-focused your niche is, the easier it will be for you to generate messages that attract your ideal client base. Don't settle for something as broad as "leaders" for example. Define what kind of leader. For me it's what I call *Altruistic Thought Leaders*, which means they are leaders who provide information and guidance to people to improve their life experience.)

STEP 3 – Create Your Compelling Message

To create your compelling message, think about the *outcomes*—the results—you produce for your best clients – especially the ideal one you described above. If you are new to business and don't yet have an ideal client, think about the results your ideal client will have as a result of doing business with you.

IMPORTANT TO KNOW AND REMEMBER:

1. Do not describe your job. Your title is not what you do and certainly not what your customer is interested in. (Example: People buy a plane ticket to get them to a destination. They don't concern themselves with the plane or the pilot that will get them there.)
2. The best way to get *attention* is to point out a source of *pain*. The best way to get *interest* is to *promise a solution*.
3. The benefits of your product or service are not what will grab the attention of your potential customer. Tell them about the *results* they will get.
4. People do not use logic to buy, they use emotion. (Yes, that's true of everyone – we only use logic to *justify* the buying decision we made emotionally.) Make your message 90% emotional and add 10% logic to justify the decision.
5. Your compelling message should be about one thing: *how you are the best choice for highly desirable results*.

1. What results do your clients get?

2. What benefits do they have from the results?

3. What do they rave about?

4. What positive comments do you hear from them?

5. What challenges have you helped them overcome?

6. Have they saved time? If so, how much?

7. Have they saved or made money? If so, how much?

8. Are they less stressed? Why?

9. Is life better or more convenient for them in some way? Are they happier? Safer? Healthier? More fit? Do they feel more secure? Do they have better relationships? How?

10. What was the immediate benefit you provided? What long-term benefit? What problems do they no longer have or have less of?

Create Your Compelling Message.

Using your answers to the previous questions, and following the rules below, you are now ready to begin creating your compelling message.

Rules to Follow:

1. **Sell the destination.**

As you fashion your message, keep in mind that *people buy the destination*, not the journey and not the means for getting there. Describe how fast and comfortable the journey will be (how you will deliver your product or service) and guarantee their satisfaction, but don't talk about the pilot (you) or describe the plane (the tools you use to get the job done). Instead, describe the ease and speed of the journey and tell your prospective client what a great experience they will have once they reach their destination. Think in terms of "why" and "what." Save "how" for last.

2. **Avoid platitudes** (They create more skepticism than sales.)

Examples:

- We're the best
- We have the lowest prices
- We have the largest selection
- You won't find better service anywhere
- You can trust us to do the best job

3. **Make your sentences clear, concise and focused.**

A beach resort might use:

- Escape the rat race and renew your energy
- Tension melts away as you relax on our beautiful beaches

4. **Stick to ONE core theme.** Too many will confuse your prospect. You may have multiple products and services, but they should all fit together under one umbrella – that’s your core theme. (In the above beach resort example, the core theme is tension release which leads to renewal, relaxation, and a greater sense of well-being.)
5. **Use the 90% rule to generate your message.** Emotional appeal 90%, logic 10% - Put the logic *last* (EG; Here are all the great things you will experience, here’s why you need them and here’s why I am the best person to deliver all that.)
6. **Add powerful descriptors.** (EG; We provide *worry-free* service; *dramatically* increase profits, provide *lightning-fast* service, etc.)
7. **Sell them what they want.** This one is VERY important to remember. It’s easy to get caught in the trap of selling needs. We generally believe that needs are more important than wants, but when it comes to taking action, that is not the case. We often begin our search to fill a need, but we always decide *how we will fill the need* based on what we *want*.

Here’s an example: Your refrigerator stops working and is so old that getting it repaired makes no sense. So now you *need* a new refrigerator and it is the need that sends you out searching. What determines *which* refrigerator you buy however, is what you want. You *want* a particular color and style. You may want an ice-maker and a water dispenser in the door. You don’t *need* any of these things. You only need a box that will preserve your food longer, but these wants will determine what you buy, and this is true for all purchases.



Here's a shocker and a really important tip to remember: *People don't want what you sell.*



And it doesn't matter what it is that you are selling. What everyone wants – *always* – is what the product or service will *do* for them.

To reach potential customers in a way that they will find your offer so appealing that the only decision they could logically make is to buy what you are offering, your message needs to tap into an immediate want.

The challenges associated with building a successful business are almost never because of the quality of the product or service and it is rarely lack of dedication on the part of the business owner.

You probably know businesses that provide products or services that aren't nearly as good as yours and business owners who don't work nearly as hard who are, nonetheless, thriving.



Another important tip to remember: *The Money is in the Message.*

You may need to adjust your message several times before you get it right, but it's well worth the time and effort you put into it.



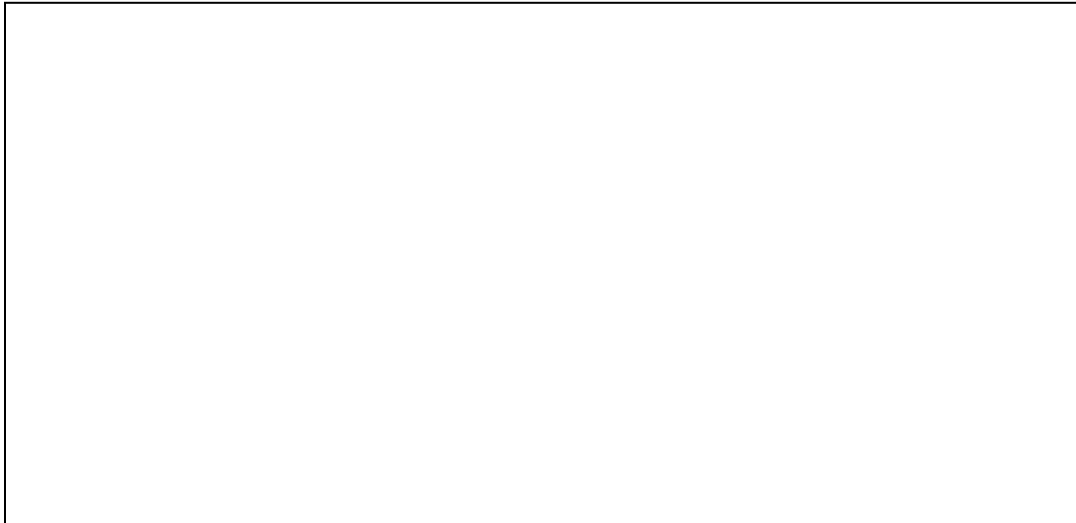
Here's an Exercise to Help You Fashion a Great Message

1. Go back to the *one ideal client* you described earlier. What results did this client get from working with you? (List the EXACT results.)
2. How did this client's life and outcomes improve because of the results?
3. What would have been the cost to the client had they NOT accepted your offer? (This information can help you articulate the value of your offer.)

Write Out Your Compelling Message

Now that you have answers to the three questions above, write out your compelling message.

My Message



Now, go through what you wrote and underline the words and phrases that jump out at you. From the underlined words and phrases, select the *three most compelling* and fashion a message around them.

Use those three words to create an even more compelling message, adding descriptors that make them sound even more compelling.

My More Compelling Message

STEP 4 – Create Several Brief Versions of Your Compelling Message

Here's a template you can use to create a brief, but compelling response to, "What do you do?"

"Do you know how (state the problem or challenge)?"

What I do is (state the results you generate)."
(Be sure you can back up your claim)

In Sue's example too little time and lost profits were challenges her clients had. So here you might say, "Do you know how executives in large organizations are always so pressed for time and pressured to increase profits? What I do is give them the tools they need to free up 30% of their time and increase their profits by substantial margins that often translate to millions of dollars."

STEP 5 – Now, Use Your Compelling Message to Create a Brief Introduction and Your “Elevator Speech”

1. Your 10 second introduction

*Write out your answer to “What do you do?” very briefly.
Remember to stay focused on the results you get for your clients.*

2. Your 30 second introduction (elevator speech)

Write out your answer to “What do you do?” adding benefits the client receives.

STEP 6 – Use Your Compelling Message to Create Your Printed Copy:

1. A headline for your printed copy

Create an attention grabbing headline. Remember: You get attention by pointing out pain and interest by providing a solution.

Sue's Example: Are Under-performing Employees Shrinking Your Bottom Line?

2. A sub-headline for your printed copy

State what you do for your clients in a way that will get the interest of the listener and compel them to take action.

Sue's Example: Discover the system that increases productivity by 30% and adds thousands of dollars to your bottom line.

3. Create your leading sentence or paragraph for printed copy (This explains how you do what your sub-headline promises)

Sue's Example:

"With the right tools and strategies, leaders can get even the most disengaged employees engaged and motivated to perform to their highest potential. High performance employees get better results, make fewer mistakes, save time, reduce the workload and stress levels of their leader, and substantially increase bottom line profits."

STEP 7 – Describe How What You Offer Works and How It Is Unique (Your Unique Selling Proposition – USP – or Signature Message)

Sue's Example:

"Most people want to do a good job. When they don't, it is usually because they are not clear about what is expected of them or they lack the tools or strategies they need to succeed. I help leaders and their people tap into intrinsic, self-perpetuating motivators and develop good communication and decision-making skills so everyone, from leaders to front line employees, are performing to their highest potential."

STEP 8 – Show Proof That Your Products/Services Really Work (List several examples)

[illegible]

“My clients are able to get the most from their employees with ease, free up their time and increase profits by fostering high performance in their employees who are self-driven to get exceptional results.”

[illegible]

“Before I started working with these clients, they were under the gun, stressed out, not getting the results they wanted and, because they didn’t understand why, kept trying harder and harder and getting more and more stressed.”

STEP 11 – Finally, Tell Them about You

Present your credentials and qualification for getting the results you promise.

STEP 12 – Make it Easy for Your Customers to Do Business with You

1. Where can your customers reach you?

- Phone
- Email Address
- Web Address
- Physical Address (if applicable)

2. What exactly do you want your customer to do and in what order?

- Connect
- Give You Their Contact Information
- Sample Your Products/Services
- Make an Initial Purchase
- Make a New Purchase
- Make a Bigger Purchase
- Other

3. How do they buy from you?

- Cash or check
- Credit Cards
- PayPal
- Other

If you have taken every step, you have arrived at this place with a lot of clarity you didn't have before and a message that is laden with attention grabbing words that speak to what your customers are hungry for.

Be sure your message conveys, “I understand your deepest needs and desires and I am just the person to help you get them.”

STEP 12 – Test Your Message

The next step is to go out and test your message. If it works the way you want it to, great! You have your million dollar message. If it doesn't, ask people you trust, including some of your best customers, for honest feedback and keep making adjustments until it works.

Your ideal customers are always your best source of feedback.

Having Trouble Coming Up with the Right Words?



It's often hard for entrepreneurs to step away from the business they know so intimately and get a clear perspective so they can see their offer through the eyes of someone unfamiliar with their business.

If you find you are struggling to come up with just the right words and phrases, and your current customers and/or friends can't provide sufficient help, or if you are uncomfortable asking them to help you fashion a message, contact us. ***We can help.***

Just go to <https://quantumleapuniversity.org/contact> and fill in the request form.

Visit our website at www.quantumleapuniversity.org

About the Author



Sherry Buffington, Ph.D. has been immersed in the study of human nature, motivation and success principles since 1984 and is an expert on the behaviors and motivations that lead to success. She is the originator of the highly acclaimed *CORE Multidimensional Awareness Profile®* and the *CORE Personal Effectiveness Profile®*, two exceptional coaching tools that get past the effects of conditioning and to the heart of the authentic person, and provides a trackable baseline and development path so you can design your path to ultimate success with laser-like accuracy.

Sherry is also the developer of *Rapidly Accelerated Mind Patterning™* (RAMP), a powerful process that has been described as “the most important therapeutic discovery in recent times.” RAMP immediately and permanently removes internal blocks and barriers and replaces old non-beneficial patterns with new, *highly* beneficial ones that result in *instant* and *effortless* positive change. She also developed and produced the *Success-GPS* system which provides a global analysis of how particular actions or failure to act is creating the results an individual is getting so they can be quickly adjusted for greater success.

Sherry is a psychologist, coach, consultant, trainer, presenter and an international best-selling author. She has authored and co-authored more than a dozen books including *The 7 Essentials for Lasting Success*, based on fifteen years of research into the subtleties of success, and of *The Law of Abundance*, which presents an in-depth, scientifically based explanation of how the absolutely predictable and infallible laws of energy direct, and accurately predict, every human outcome on every level. This is the book Jack Canfield called “brilliant” and recommended that everyone read.

Sherry trains and licenses coaches and heart-centered entrepreneurs in the facilitation of the proprietary products and methods her company has developed, including the patented *CORE Multidimensional Awareness Profile* (CORE MAP), the *Success-GPS* system and the *Rapidly Accelerated Mind Patterning* method, which together make up the core curriculum at Quantum Leap University.

To learn more, visit www.quantumleapuniversity.org