

🎉 Welcome to Your Next Big Step! 🎉

Whether you're a business owner, copywriter, or marketer, this resource and our group provides the support, resources, and feedback you need to craft content and ads that convert. Stop guessing — start succeeding.

This guide will:

- ✅ Identify the Right Audience
- ✅ Clarify Your Message
- ✅ Refine Your Marketing Strategy
- ✅ Perfect Your Offer

I'm **Jessica Grant** — an educator, entrepreneur, course creator and messaging specialist. I've built a successful digital tutoring business and now I help entrepreneurs clarify their message and brand. My passion is helping you simplify your business journey by mastering your story, branding, and messaging so you can grow without the stress.

🔥 Want to Go Further?

Join my FREE community, The Right Message, Inside, you'll get:

- Step-by-Step Guidance
- Exclusive Resources
- Supportive Network
- Expert Access

Let's take your brand to the next level!

Jessica Grant



Grow Your Leads

The Right Offer

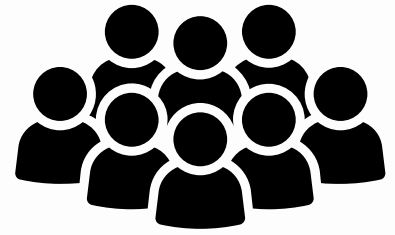
The Right Marketing

The Right Message

The Right Audience

When you align the **right audience, message, marketing strategy, and offer**, you create a seamless path that leads potential clients from **discovery to conversion**. By targeting the **right audience**, you're speaking directly to those who need your solution. A clear and **compelling message** ensures they understand how you can solve their specific problem. A **strategic marketing approach** delivers that message effectively, meeting them where they already are. Finally, the **right offer** provides the value they're seeking, making it an irresistible choice. Together, these four elements work harmoniously to **attract, engage, and convert leads** into loyal clients.

The Right Audience



Define who you are speaking to. Who is your ideal client?

1. Demographics:

- Age: _____
- Location: _____
- Gender: _____

1. Profession/Business Type:

- _____

2. Biggest Challenges:

- _____

3. Dream Outcomes:

- _____

4. Where They Spend Their Time Online:

- Facebook
- Instagram
- LinkedIn
- TikTok
- Other: _____

Action Step:

Write 3 specific traits of your ideal audience:

- _____
- _____
- _____

The Right Message



What do you want to say to connect with your audience?

1. What Problem Are They Facing?

○ _____

2. What Transformation Are You Offering?

○ _____

3. Why Should They Trust You? (Credibility/Experience)

○ _____

4. Your Core Message (1 Sentence):

- "I help _____ [ideal client] overcome _____ [problem] so they can achieve _____ [desired outcome]."

Craft a Call-to-Action:

Write a compelling CTA that reflects your message:

- "Join my free webclass and learn how to [specific benefit]!"

The Right Marketing



Step 1: Identify Your Client's Journey

What are your ideal clients thinking, feeling, or searching for at each stage?

Awareness Stage: What problem might they have that they don't realize yet?

Consideration Stage: What solutions are they exploring?

Decision Stage: What would convince them to trust your solution?

Retention Stage: What do they need to stay loyal and engaged?

Step 2: Align Content to Their Needs

What content will address their questions and guide them to the next step?

Awareness Stage:

Example: "5 Reasons Your Marketing Might Be Failing (and What to Do About It!)"

Content Idea 1: _____

Content Idea 2: _____

Consideration Stage:

Example: "5 Proven Strategies to Fix Your Marketing and Start Attracting Clients Today!"

Content Idea 1: _____

Content Idea 2: _____

Decision Stage:

Example: "Here's How Our Proven Framework Can Transform Your Marketing and Help You Land Clients Consistently!"

Content Idea 1: _____

Content Idea 2: _____

The Right Offer



How will you provide value and solve their problem?

1. What Problem Does Your Offer Solve?

- "My offer helps _____[ideal client] overcome _____[specific challenge] so they can achieve _____[desired outcome]."

2. What Makes Your Offer Unique?

- "Unlike other solutions, my offer stands out because _____."

3. What Specific Results Can Clients Expect?

- "After using my offer, clients will _____."

4. Pricing and Accessibility:

- Is your offer priced to reflect its value and your audience's ability to invest?
- [] Yes [] No

5. Bonuses or Incentives:

- Are you including extras to make the offer irresistible?
- Examples:
 - Templates
 - Step-by-step guides
 - Access to a private community

Action Step:

Write a clear and compelling description of your offer:

- "My _____[product/service] helps_____ [ideal client] achieve_____ [desired outcome] by providing _____[specific features/benefits]."

[illegible]