

Your marketing message

from
conception
to delivery



Create a message that
looks like you



One that supports your vision



One that supports your vision



and your
brand

Your vision is your
business all grown up



Your brand is your signature stamp



Your brand is your signature stamp



unique like your blue eyes

Your message reflects
your vision

♥ DESIGN

Your message is accurate



Your message is accurate



and credible

And you stand behind it



Create a message with purpose



To persuade or
motivate





Inform or educate

Engage or entertain



Create a reader-focused message



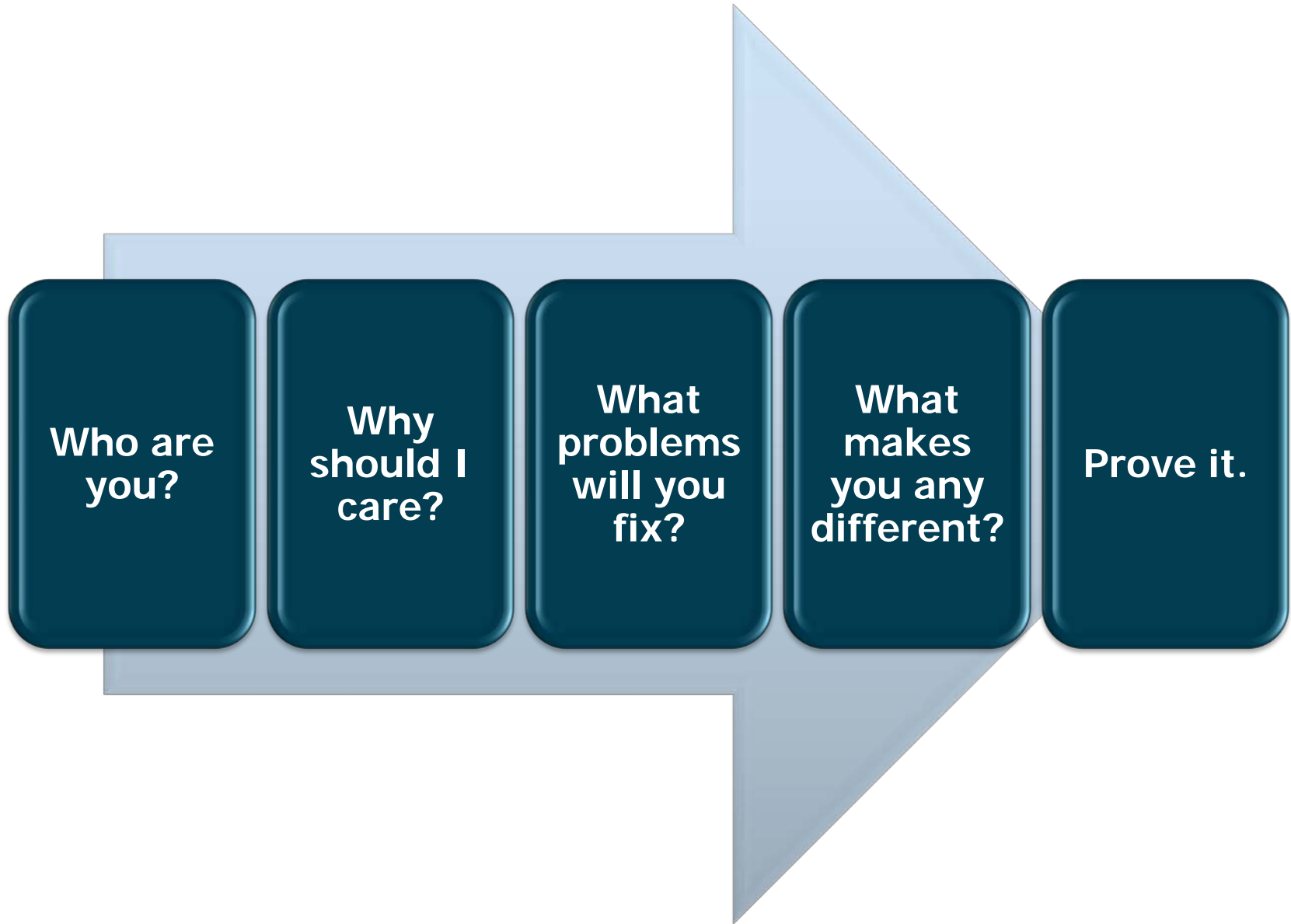
A pair of realistic, skin-toned hands is shown tearing a hole in a piece of white paper. The hole is roughly circular and jagged at the edges. The text "Know your reader" is written in a blue, sans-serif font across the center of the hole. The background behind the hole is a soft, light gray gradient.

Know your reader

Apply the marketing litmus test



Address your reader's concerns



Your message is your baby



Planning ensures an easy delivery



Create your
unique
message



Have a
purpose



Be
reader-
focused

This is Part 7

Check out the entire series

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www.SimplyStatedBusiness.com