

# 6 Things You Need to Create Impossible to Ignore Messaging-v2

## Intro:

Welcome to the Seen, Sought After and Sold Out Podcast! I'm your host, Danait Berhe Gaber, and I'm here to help you become the go-to expert in your industry through empathy driven messaging, potent positioning, and sales strategies backed by decision psychology.

On this podcast, we talk about going deep instead of wide. Tapping into timeless marketing strategies instead of hopping on every new trend and selling with intention and empathy. If you are ready to stop being your industry's best kept secret, then this is a show that will help you learn how to share your message in a way that gets you heard and paid.

Let's dive in.

## Danait:

Hello, hello, brilliant humans. Welcome back to another episode of the podcast. Before we dive into today's episode, I wanna share two really exciting things with you.

First is that my signature positioning program Ignite is coming back in April.

This program is designed to help you take your message, your big ideas, all the things in your head that you wanna share, all those ideas that are swirling around in your head, and positioning them in ways that get people to pay attention.

So we focus on positioning your message in two specific ways. One is through your content marketing and the other is through launching and sales.

That is how we take your message and we actually apply your message because that's actually where messaging is most impactful. It's not just coming up with the message, which is important, but then how do we position it?

This is the program that helps you take the what of what you wanna say and shows you how to do it. And we do this over the course of eight months.

Applications will open on April 10th. I also wanna share transparently about this launch and all of the details so that you can start to think about it and think about whether this might be a good fit for you or not.

The investment for this program is \$6,400 and there will be payment plans, but I just wanted to share all of the high level details with you and let you know that that's coming. So keep your eyes peeled for that.

Second, I am hosting a brand new three day workshop that is kicking off on April 5th.

I am so excited about this workshop. It's gonna be so, so, so, so good. This workshop called Impossible to ignore Craft messaging that gets people to pay attention is a three day workshop where I am going to walk you.

Through creating some very high level messaging that will start to position you as the go-to in your industry and help you to start crafting content that actually gets people to not only pay attention, but take action, which is so important.

If you have ever attended any one of my trainings or workshops, you know that I do not do fluff, and so I will be right in the trenches with you, and I'm actually going to help you walk away with some very concrete messaging for your business.

So if that is something you're interested in, if you want to work on some of your messaging pillars in your business, then go ahead and head on over to [danaitbg.com/workshop](https://danaitbg.com/workshop).

Again, that's [danaitbg.com/workshop](https://danaitbg.com/workshop) to learn all the details about the workshop, the dates, all of that good stuff, as well as register for it.

I will be sharing more on the podcast and over on Instagram about the workshop. And yes, in full transparency, it is going to lead into the launch of my , but even if you decide that the program isn't out for you, you will walk away, like I said, with some very concrete messaging pillars for your business that you can go and apply.

And I'm going to show you exactly how to apply it as well. You aren't just gonna walk away with some big, fancy ideas or concepts or theories. You're actually going to come up with messaging pillars for your business and also learn how to specifically start to apply them.

So again, if you wanna join me for this three day workshop, then head on over to [danaitbg.com/workshop](https://danaitbg.com/workshop). Again, that's [danaitbg.com/workshop](https://danaitbg.com/workshop) and that will be in the show notes as well so that you can learn all the details and register.

Okay, now that that's all outta the way, let's dive into today's episode.

We're gonna be talking about what's actually required. What's required to craft messaging that makes you impossible to ignore to the right people.

There are tons of strategies, tactics, techniques that you can employ to help you create more compelling messaging, but I have nailed down six key things that are required for you to create and produce impossible to ignore messaging and content.

So let's dive in to what those six things are. But the first thing I want to say is that when I talk about messaging, most of the time I'm talking about the positioning of your messaging.

Yes, I teach on and talk about developing your messaging, the overarching ideas that you wanna share, the big picture messaging strategy, but the effectiveness of messaging actually happens in the positioning. How are we taking that message and applying it in different areas of our business? And there are a ton of ways that you can apply messaging in your business.

For instance, you can use it on your website copy. You can create content. You can do so many things. You can create speaking points for speaking engagements and keynote speeches and things like that with your messaging in mind.

I focus specifically on applying your message to your content marketing and to your sales and launches. I teach you how to take that big overarching message, those big ideas, and turn them into content, turn them into sales messaging that then help you to connect with the right types of people.

In this episode, I'm really diving into what's required to position your message in a way that's impossible to ignore, and that's through your content marketing.

So you'll hear me use content and messaging interchangeably, but know that I'm mostly talking about your content. How are you applying your overarching messaging in your content marketing?

Now that we're all on the same page about content and messaging for the purposes of this particular episode.

The first thing that is required for you to create impossible to ignore messaging is to study people more than trends or platforms.

I'm coming in a little bit spicy with number one, study people more than trends or platforms.

So often we're focused on beating the algorithm or going viral or. As many followers as we possibly can. And when we do that, we tend to create for the platforms rather than for people. We're focused on replicating trends, we're focused on seeing what things are working for other people and then trying to duplicate that in our content strategy so that we can beat the algorithm, go viral, get as many followers as possible.

We aren't being as creative and we aren't actually positioning our message in a way that works for the people who are going to pay us. Instead, we are creating based on what other people are creating or creating based on the algorithms we're creating, based on what other people are telling us is trending or working right now.

And I'm not saying that it's not a good idea to keep your ear to the ground and listen for and understand, you know, how these platforms work. What is effective on the platforms that you're using and what things work and what things don't work.

But when your sole focus becomes studying the platforms and the algorithms and the trends on each of these platforms, instead of studying the people that you want to serve most, You're gonna spend a ton of time, constantly in creation mode, constantly creating for these ever changing platforms.

The algorithm is constantly changing. Trends are coming and going day in and day out.

And if you are constantly just focused on studying those things and trying to, you know, catch the trend when it's just starting or doing the latest thing that's going to make the algorithm happy, you are going to be in a constant cycle of creating for those platforms instead of for the people that need what it is that you offer.

Our focus should actually be on creating the kinds of content and putting out the kind of messaging that our ideal paying clients need to see in order to make a buying decision.

And here's what I actually believe, that beating the algorithm goes hand in hand with creating for people.

That when you start to create for the people who are going to pay you, the people who are looking for the solution that you offer, guess what starts to happen? Those people start to share your content, those people start to engage with your content because you are speaking to them.

And it doesn't matter if it is trendy or not trendy.

When I come across a piece of content that resonates with me and that I genuinely enjoy or got some value out of, or it made me think, or it made me have a perspective shift guess what I do?

I share it with the people in my circle who I think would benefit from it, or other people that I know are interested in this sort of content.

I don't sit there before I share it and go, did they use a trending audio?

Is this on the latest and greatest platform? Is this algorithm friendly? No, I don't say that at all. I literally say to myself, wow, this was so valuable that I need to share it with other people.

And so when you create from that place, when you create from a place where you are just trying to be in service to the people who are going to resonate with your work the most, then you will see that growth and that connection and engagement that you're looking for by going viral.

And here's the truth, for some people going viral, being trendy, all of those things is really what they want. They want to have hundreds of thousands of followers. They wanna go viral, and that's okay if that's you. If those are your goals, that is totally okay, but this might not be for you.

These strategies might not be for you, but if you are looking to have a roster full of clients who are excited about working with you, who are invested in the work that you're doing, who are happily paying what it is that you are charging for the transformation that you provide, then these are the strategies that are going to help you get there

because creating messaging that's impossible to ignore. I'm not talking about messaging that's impossible to ignore by everyone on planet Earth, by helping you go viral. What I'm talking about is being impossible to ignore to the right people, the people who are going to pay you to get the transformation that you are offering.

So number one is study people more than trends.

The second thing that's required to create impossible to ignore messaging is being willing to have a perspective, even the unpopular ones.

This is a tough one, and it is a tough one because it's so scary to share your views. It's very scary to share your unique perspective on things because it's a vulnerable place to be.

You are sharing your unique ideas, your unique take, and our perspectives are not always going to align with everybody else's.

That's why sharing your perspective is so vulnerable and can feel very scary because you can get pushback. You can get people who are going to say, I don't like that perspective, or I don't like the way that you're sharing that idea, But it is what sets you apart.

Here's the thing, everyone has a perspective. Everyone has a unique point of view that only they have, because it comes from your unique set of experiences, your background, the way that you think, your perspective on the world, your worldview. All of those things. That's what your perspective comes from.

And so it does make you stand out. It does make you unique to infuse that into your content and your messaging.

But the question is, are you willing to allow yourself to have that perspective? For a lot of us, We don't allow that. We don't allow ourselves to have that perspective because we don't wanna offend anyone.

We don't wanna rock the boat. We don't want people not to like us because they don't agree with everything that we're saying.

But when you allow yourself to dim down your perspective and to water it down, So that it can make everyone happy and everyone will like you and everyone will agree with your perspective, that's when you start to blend in.

That's when your messaging starts to blend in and you start to sound exactly like everyone else.

But if you allow your perspective to shine through in your content, even the unpopular ones, even if you know that not everyone is going to agree with this, but it is your perspective and you believe in it, and you think that, this perspective is the way that someone is going to get the transformation, then you will see how that will make your messaging so much more potent and make it impossible to ignore to the right person.

So your perspective is what sets you apart and also helps you to sift out the people who are going to be a perfect fit and the people who are not. I urge you to make sure that you are infusing your perspective into your content, into your messaging, so that it becomes impossible to ignore to the right, to the specific person.

Okay. Number three is being willing to get repetitive.

We think that people are gonna get bored or that they are going to roll their eyes at us and say, oh, they're talking about this again. When in reality we probably haven't shared the message enough for them to get it or for them to engage and connect with it. So people need to hear the same thing over and over and over again.

Back in the 1970s, there was this concept that had come to the surface in advertising and marketing called The Rule of Seven that someone needed to see a marketing or advertising message seven times before they ended up buying. Now though, with all of the technology with social media, with how much information is thrown at people on a consistent and daily basis.

Not even just a daily basis. Every like minute and every hour, we are bombarded with marketing, with advertising, with all sorts of messaging. Marketing experts say that people actually need to come into contact with your marketing message at least 21 times before they buy.

I'm sure it's probably even more with how many different avenues we have to connect and talk to people, but the last time I read up on this said that our audience needs to come into contact with our message 21 times before they end up becoming a paying customer.

And so with that being said, people need to hear our message over and over.

It is critical to creating impossible to ignore messaging that you are sharing the same message and getting repetitive. Pushing yourself to constantly be coming up with new things to talk about, new ideas, new concepts. That is exhausting. That takes up so much time, and it's so exhausting. When you talk about the same pillar things over and over again. And I'm not saying to say the same sentence over and over again. You can get creative with how you position something and how you tweak it to talk about it over and over in different ways with different angles, right?

That is what I'm talking about. But you want to have these very clear messaging pillars that you talk about over and over and over again, so that when someone comes into contact with your message, they know exactly what you're about. And it's also starting to sink in for them why this is important. Why do they need this?

And the more you talk about this in different ways, the more your audience can understand what it is that you do and how you help them.

So the key here is to be willing to be repetitive with your message, to talk about the same things over and over again. And you need to be talking about things in your messaging, in your content, to the point where you feel sick and tired of it. If you are not sick and tired of it, you're not talking about it enough.

You know what? Actually, let me rephrase that. Until 100% of your audience can reflect and repeat back to you your messaging, they can repeat back to you your, you know, your problem that you solve very specifically, and succinctly, they can tell you the transformation that you provide until a hundred percent of your audience is able to do all of these things with your messaging and know all of these elements of your messaging, then you are not talking about it enough.

And guess what? Spoiler alert, there is never going to be a time when a hundred percent of your audience can do that. And so that means that you need to be repetitive with your message until you get to that point, which is never, which means basically we need to talk about the same thing over and over and over again.

All of the time.

And for those of you and for my friends who are creatives who are like, that sounds exhausting. That sounds boring. Like I don't wanna talk about the same thing over and over again. It doesn't mean that you need to say the same sentences or repost the same content over and over, or just talk about one single



thing, but it just means to have pillars of messaging that you talk about all of the time.

And then dig in deep, get deep with people, talk about different aspects of it. And the more you talk about those messaging pillars, the more you're creative you're going to be in terms of how you talk about it and how you explain it. And you're going to come up with new and exciting ways, and new and exciting angles to talk about the things that you're excited to talk about.

So number three is be willing to get repetitive with your message.

The fourth thing that's required in order to create messaging that's impossible to ignore is to lean into the science of messaging and not just the art.

What do I mean by that? The art of messaging is the crafting of the message. The creativity of how you're positioning that message and how you're talking about it.

The mediums that you're choosing to use in order to get your message out there, whether that's, you know, a social media platform or a content platform like YouTube or podcasting, or a blog. Those are all the creative aspect, the art aspect of getting your message out there.

The science of messaging is the data piece, the analytics side of your messaging, using numbers as feedback to optimize and refine your message.

And we need both. We need both aspects of this in order to get our messaging right. You can't just be all creativity with your message, although that's great, and that's a really big part of the messaging piece is being creative and figuring out how you're uniquely going to share that idea with people.

But the other side, which I find a lot of people shy away from, is. analytics side, which is also really important in helping you to refine your message so that you are not spending a ton of time in the creativity zone and creating things that aren't actually going to resonate with your audience and help them to get to a buying decision.

Instead, we need the analytics side to tell us, okay, these things are what's working. These are the things that are not working, and then we can refine from there. Sometimes I find actually a lot of times I find that my clients post something and then they just never go back to analyze how the positioning of that message performed.

They never go back to take a look and see like, okay, this didn't do well. Why?

And I know why it's so hard to do that because data is actually very uncomfortable sometimes, especially when we've already in our minds set up an expectation of what kind some numbers we wanna see or what kind of results do we wanna see, and we have attached meaning to those results.

Then it becomes really hard to look at data because. The data is going to make us confront an expectation that's not met or is met, and it's also going to reinforce those things that we've already decided this means.

Putting out our message can kind of get murky and the expectations we have and the meaning we have around that can get murky.

It is actually really hard to look at the data and feedback from the messaging and the content that you're putting out there, because it means so much more to us a lot of times than just numbers and feedback and data.

But what we need to do is detach meaning from those numbers, because when we're able to do that, we can start to see the data as actual feedback. We can see it as our audience talking to us.

Our audience isn't necessarily going to see our message or our content, and then give us a play by play point by point dissertation on why this piece of content didn't work for them or why it didn't resonate with them.

They're not gonna do that. Where we can see that information is in the data and the numbers.

And let me just say that engagement numbers, analytics are not the end all be all, but they do provide us some very important and critical pieces of information to help us then go back and refine and tweak our messaging. Not looking at the data and the numbers and see what it's telling us and see how it's telling us to improve or what to continue doing, or what to stop doing will cause you to spin in circles and potentially continue to create things that aren't actually going to impact your audience.

The fifth thing that's required to create content that is impossible to ignore is focusing on more conversations instead of more people.

And this goes along with the first point that I made about studying people more than trends. And this may actually be a practical application of that point. So

there is a difference between the focus of your content being to gain more and more and more followers, and the focus being to increase conversations with the audience that you already have.

Like I said in the first point, when we create to just gain new people in our audience and we're just doing it to grow our audience as big as humanly possible, we may just be creating to align with the trends that are popular at the time, or to make the algorithm happy or to go viral.

When instead, our focus is on creating content to specifically impact the people that we want to work with, regardless of whether it's gonna go viral, regardless of whether it's a trend or not a trend, or whether the algorithm will like it or not like it, you end up building more meaningful connections with the people that you want to serve most.

This year in my own business, I'm really concerned with increasing conversations with the people that I wanna work with and with the people that are already in my audience than just having more people in my audience, just to have more people.

So instead of asking the question of, will this help me gain new followers, my question is, will this open up the doors to conversations with my audience. Will this help to facilitate a new conversation with someone in my audience who has been looking at things or has been watching things and this piece of content that I create makes them say, oh, I need to respond to this.

I feel compelled to actually answer this question, or to actually engage in this piece of messaging that Danait has created. And that is a completely different energy than me trying to game the system or try to go viral or try to be trendy.

There's nothing wrong with any of those things, but I think that a lot of times people jump into trying to constantly grow their audience and go that route before they've even ever maximized the potential results from the audience that they already have. Have you engaged with your audience enough? Have you maximized the results that you could potentially get from the audience that you already have?

And when you think like that, you're able to see a small audience as something that's a positive instead of a negative.

There's nothing wrong with growing a large audience. There's nothing wrong with that being one of your goals. As business owners, we do need to grow our

audience. We do need to reach as many people as we possibly can with our message because it is meant to impact people and create transformations for people.

So that's important, but what I'm asking here is can you have a shift in perspective here and ask yourself the question of what can I create that increases conversations with my audience?

Instead of asking the question of what can I create to get more followers?

Those are two very different questions and will yield two very different messaging responses that will help you to engage the audience that you have even more and help you to create messaging that becomes impossible to by your current audience and the right fit people as well.

Last but not least, the sixth thing that's required to create content that is impossible to ignore is to carve out time to not create any messaging and content at all.

This may seem counterintuitive to what I'm talking about because we're talking about how do we become impossible to ignore, and you're telling me to not create content at all.

But this time where you don't create anything at all is where the quality of your content and the depth of your content come from. If you are constantly on the hamster wheel of creating and publish, create, publish, create, publish, that does not allow you the space and time to think creatively about what you're doing.

It does not allow you the space and time to ask yourself big questions, to ponder the big questions that your audience is asking you.

And to come up with new and better ways to explain your ideas, your perspectives, your concepts to them in better ways.

So are you creating time and space away from content creation to think, to ask big questions, to synthesize your knowledge in new and creative ways to synthesize the data and feedback that you've gotten from putting out your messaging over the last month over the last couple weeks?

Do you give yourself the space and the time to do that?

Because when you're able to do that, when you're able to give yourself space and time to do that, you come back to the content creation, the messaging creation table with so many new and fresh ideas and ideas that will actually be more potent because you've given yourself the space and the time to come up with them.

So for me, this looks like a lot of white space to contemplate new ideas, to think about how I can better explain things, to start to connect the dots between my ideas and my concepts to things that I'm reading or to things that I'm seeing out in the world or to the questions that I'm getting from my audience.

One way that I do this is by conducting a content week where I don't create content every single week.

Content week happens once every month where I sit down and create the content for the upcoming month in one week.

This allows me to be in creation mode once, but then the rest of the month until the next content week, I am spending it thinking about my content.

This allows me to not be in the create, publish, create, publish, create, publish hamster wheel that takes away from our ability to get creative and to be innovative with the messaging that we're putting out.

I find that when I'm in that constant create published cycle, I'm not really creating things that are potent and that my audience is excited about.

But when I give myself a lot of time to think about things and when I give myself a lot of white space to kind of process all of my ideas and my thoughts and synthesize and connect all the dots, I come up with ideas that are so, so, so good.

And my audience feels that way too, because that's when I get those messages that say, "oh my gosh, this was so good. I loved this." And I wouldn't have been able to create that piece of content had I not given myself the space and time to not create.

So carving out time not to create is going to look different for everyone.

Not everyone can have full content weeks where they don't have any calls, and they can block off that time to just create content.

That may not be possible for you, but you might be able to take one day, or even just an afternoon of your week to spend it in thought and just sit there and think about ideas and ask yourself questions and do research and just allow yourself to not be create, to not be creating, and to just be contemplating and thinking and processing and connecting dots within your own brain so that you can come up with your most potent ideas, and your most potent messaging and content.

Okay. That was a lot.

But to wrap things up, these are the six things that are required to create impossible to ignore messaging.

Number one, study people more than trends.

Number two, be willing to share your perspective, even the unpopular ones.

Number three, be willing to get repetitive.

Number four, lean into the science of messaging and not just the art.

Number five, focus more on having more conversations instead of more people, increasing more people in your audience.

And number six, carve out time to not create these six principles.

I guarantee if you do just one of them, you don't have to do all of them, but if you do just one of these principles over the 30 to 90 days, I guarantee you will see an increase in the potency of the message and the content that you are creating.

If you want help to craft this messaging that makes you impossible to ignore, then I highly suggest that you sign up and register for my three day workshop, because that is exactly what I will help you do in this workshop. I will hold your hand through the entire process and walk you step by step through creating messaging that gets people to pay attention.

You can find all of the details over at [danaitbg.com/workshop](https://danaitbg.com/workshop), and I'll also have it all in the show notes, and I hope to see you there, my friend.

I'm so excited to help you create the type of messaging that makes you impossible to ignore with the right types of people who want what you are

offering and who are ready to invest in the transformation that you help them get.

Thank you so much for listening to this episode, and I will catch you in the next one, my friends.

### **Outro:**

Hey there! Thank you so much for listening to this episode. All the links and resources mentioned in today's episode can be found in the show notes. Before you go though, can I ask you for a quick favor? If you found this episode valuable, please share it with a friend and leave a rating or review.

Your shares and reviews help us connect with and help even more entrepreneurs just like you, so thank you! I'll catch you in the next episode, but until then, remember, your message is meant to be heard, so go out there and share it.