

[Ep 1] Why its your messaging and not your marketing that's hurting your results

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 friends. In this episode, we're going to tackle the feeling that we need to be doing more

or doing something new in order to see results. For instance, hopping on a new platform when they crop up because they always do, or jumping on a new trend. Just because we feel like we need to do that in order to get results.

Well, no more of that because I'm going to help you ditch the overwhelm and FOMO once and for all. Let's dive in.

First and foremost, we're asking the wrong question when we are not experiencing the type of results that we want, whether

that's more engagement, more clients, revenue growth. We have a tendency as entrepreneurs to jump to the platform isn't working. I need to post more, or I need to hop on more trends.

However, that may be the wrong path to take. Usually the culprit is marketing's less sexy and less shiny sibling, and that sibling is messaging.

The real question you should be asking is, is it my marketing strategy or is it my messaging?

Now you may be wondering what's the difference between a messaging strategy and a marketing strategy? Great . Question!.

Your messaging strategy is what is going to be communicated? Who is it going to be communicated to, and what is the purpose of communicating this message?

So in other words, what are we saying? Who are we saying it to, and why are we saying it in the first place?

Your marketing strategy on the other hand is where will we be communicating this message and how often will we be communicating, this message?

And when I talk about communicating with your audience, or I use the word communicating, I am talking about the umbrella of content in any form,

whether that is a podcast, YouTube channel. Social media content, your newsletter, all of those things are ways that we share our message and communicate with our audience.

As you can see, your messaging strategy actually addresses more things than your marketing strategy does, and that's why when clients come to me and ask me, what platform should I be posting on? How often should I be posting? Should I be trying and doing this new trend? I walk them through the process that I'm gonna teach you.

So how do we know if it's our marketing strategy or messaging strategy that is hindering us from actually getting the results that we want?

There's a few questions I want you to ask yourself about each of these elements in your business

So when thinking about your marketing strategy, there are three questions that I want you to ask. The first one is, are you producing content on a platform that your audience is on and that your audience uses?

The second question I want you to ask yourself is, do you actually even like being on that platform? It doesn't matter if your audience is on that platform and using it and loving it. If you don't like creating content in that way you're never going to create things that are going to resonate with your audience and get them excited about the work that you're doing.

And last but not least, are you posting consistently enough to see results? Now before you get all up in arms, I don't mean to post every single day or to be on any of these platforms 24 7. What I do mean is that certain platforms require you to be on there a little bit more frequently than other platforms.

For instance, if you have a podcast, you can post every other week, so twice a month, and that is a very consistent posting schedule for podcasting and it works.

Whereas if you've decided to use TikTok as the platform where you're going to share your message with your audience, you might need to show up a little bit more frequently than every other week in order to see results and in order to connect with people on a more consistent basis.

So asking yourself, are you posting consistently enough on the platform that you've chosen to connect with your ideal clients is going to be really important.

If after answering all of these questions, you realize that you're on a platform that your audience is on and uses you love creating on that platform and love showing up there, and you are posting consistently enough to see results, then I want you to take a look at your messaging strategy next.

Ad Break:

Hey, sorry to interrupt. We'll get back to the episode in just a few seconds. But really quick, I wanna share a free resource with you. It's my messaging magic quiz. This free two minute quiz will help you identify the messaging and positioning elements you might wanna tweak in order to get seen by your perfect people and accelerate your sales.

You can find the quiz over at messagingmagicquiz.com again. Messaging magic quiz.com. Here's to getting seen and sold out. Now back to the episode.

Danait:

When it comes to your messaging strategy, there are three things I want you to take a look at your audience, your offer, and your perspective.

The first piece is your audience. Are you speaking to the right people? Do you understand and know their buyer's journey? Are you creating the kind of content that will help them make a buying decision?

The second piece is your offer. Is your offer clear and effective? Does your offer solve a specific problem? Does it provide a specific transformation?

Is this transformation something someone will pay to achieve or does this solve a problem that someone will pay to get rid of?

And The last piece is perspective. Does your content have a clear point of view, A clear perspective? People no longer just want information. Information is everywhere.

What people really want is implementation of information. That means that they want you to take the information and the concepts and the questions that they're asking and help them apply it to their situation specifically.

Is your content doing that by having a really clear point of view, and perspective?

Okay, so let's recap really quickly.

When you're assessing your marketing strategy, I want you to think about these three things. Are you on a platform that your audience is on and uses? Do you like being on that platform and creating for that specific platform? and the third thing is, are you posting consistently enough to see results based on the platform that you've chosen.

When it comes to your messaging strategy, I want you to ask yourself these three things. Are you speaking specifically to your audience? Is your offer clear and effective? And last but not least, does your content have a clear perspective or point of view?

Okay, so how did you do? You're probably realizing that the marketing platform and your marketing strategy aren't really the reason you aren't getting the results

that you want. It's most likely your messaging strategy, because here's the thing all marketing strategies and platforms work.

There isn't a specific posting schedule or platform that is the magic bullet to results.

Any platform you choose will work as long as you know what needs to be said, who it needs to be said to, and why it needs to be said in the first place.

If you can nail down those things, I promise you, you will no longer feel overwhelmed by all the new platforms that crop up or feel like you have to hop on

every new trend or feel like

you're just throwing spaghetti at the wall hoping that it will stick.

Instead, you'll confidently be able to see results from the things that you're sharing without the overwhelm and panic, which is exactly what I want for you my friend.

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.