

# Master Your Half Minute Marketing Message

**Who** Hires Me? (Describe the people or companies who are most impacted by your product or service)

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**What** is the most significant **impact** you make on your clients/customers?

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What are the 3 most significant **pain points** your product or service relieves for your clients/customers?

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What are the 3 most significant **benefits** your product or service provides for your clients/customers?

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What's the **Bottom Line**? (What is the ultimate transformational result your client/customer gains from utilizing your product or service?)

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\_\_\_\_\_ **hire** me to \_\_\_\_\_  
(Who hires me) (significant impact you make)

**Because** most \_\_\_\_\_  
(pain points your clients typically experience)

**So** I help \_\_\_\_\_  
(how your product/service benefits the client/customer)

**Bottom Line:** \_\_\_\_\_  
(ultimate transformational experience your client/customer experiences)

## Example:

I'm AI Jensen with Next Stage Communications. *Aspiring speakers* **hire** us to launch their profitable signature speech, **because** most don't know where to start, how to cash in, or move their audience to action - **so** - we help them craft their keynote, monetize that message and close with a crystalized call to action. **Bottom Line:** we transform pocket change presenters into million dollar messengers.