

clear.
simplified.
your own.

Module 1: Messaging

the marketing and messaging class



HOW DOES
YOUR MESSAGE FEEL?

EXERCISE #5

How do you want your peeps to feel?

This is a very simple question to help you plug into how you want your clients and potential clients to FEEL when they interact with you. Ultimately this helps you align your communications and marketing with your message.

Please note that often the first answer we come up with is what we want someone to think or what we want them to do or experience. Keep asking until you get to a feeling or a set of feelings.

Knowing the feeling(s) you want to communicate will help you design your business and your marketing.

Once you identify the feelings, you can then ask yourself questions like...

- Do these **words** communicate this feeling? Do they help people feel _____?
- Do these **graphics** communicate this feeling? Do they help people feel _____?
- Do these **photos** communicate this feeling? Do they help people feel _____?
- Do these **fonts** communicate this feeling? Do they help people feel _____?
- Do these **colors** communicate this feeling? Do they help people feel _____?
- Do these **offers** communicate this feeling? Do they help people feel _____?
- Do these **names of products/services** communicate this feeling? Do they help people feel _____?
- Does this **layout of my website/flyer** communicate this feeling? Does it help people feel _____?
- Does my **business card** communicate this feeling? Does it help people feel _____?
- Does my **newsletter** communicate this feeling? Does it help people feel _____?
- Does my **blog post/facebook post** communicate this feeling? Does it help people feel _____?
- Does my **tweet** communicate this feeling? Does it help people feel _____?

And so on...

What could you do to increase the feeling of what you want to communicate? What changes in words, colors, graphics, etc. could you make to communicate the feeling of your message?