

About Your Business Message - Hero Content



Every business sends messages about who they are and how they operate. We send messages in two ways.

- What we explicitly state.
- What we do, how we act - the subtle or invisible messages.

Your customers and prospective customers usually "read" the subtle or invisible messages before they pay attention to the messages you explicitly put out to build your brand and your visibility. I'm betting you've done this thousands of times. Almost 100% of the time you have an impression of a business before you contact it, right? You avoid the businesses that have negative reputation from invisible messages. You approach and perhaps buy from the businesses that have a positive invisible message.

One you approach a business you begin seeing their explicit messages. So, if a business has a stinky reputation of dealing with returns, let's say, you might not buy from them. If a business owner offers a service and has a reputation for being the best around you will want to use that person or buy that product. Messaging drives sales. Reputation drives sales.

ABOUT YOUR BUSINESS MESSAGE - HERO CONTENT

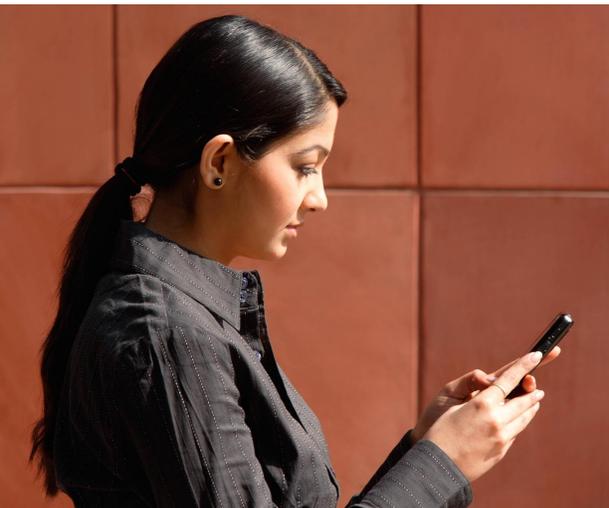
My challenge for you this week is to ask yourself, "What does my explicit message say to people? What does my subtle or invisible messaging say to people?"

Here's one way to structure your explicit, planned messaging. Your main message and where you place that message is your "hero content." Here are a few examples for you.

- If you are writing a blog, your hero content is on your blog first.
- If you use video and a YouTube channel for your main messaging, then your YouTube channel holds your hero content.

Whatever your main, first way of putting your content out into the world is, that's your hero content. After you've placed your hero content out there it's your job to plaster it on other channels so that you maximize your visibility and state that message over and over again. This is often called syndication.

I preach that it's impossible to service many social channels at once. It's too complicated and doesn't get you a return on your investment. It fragments your attention. My suggestion is to pick one or two social media channels to share your hero content on, consistently, without fail, every single week. Inconsistency does you no good and is a giant waste of your time and energy.



Having said that, I have clients who DO try to be "everywhere at once" even though I don't think that's the best plan. I say pick one or two from the following list and do these, absolutely without fail, every single week of the year. And if you are trying to be "everywhere at once" you would do this entire list, every single week of the year.

Create your hero content and post it wherever your "main" place is. Then, from that hero content, here's what you do.

- Make 1 Instagram story
 - Make 1 Instagram post
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- Make one LinkedIn Post
 - Make 1 video (if your hero content is a blog post) or make one video (if your hero content is a video on YouTube)

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- Create 1 email campaign for that week focused on sharing your hero content with a call to action
- Make 3 Facebook posts
- Create 5 Pinterest pins
- Create 7 Tweets

Now do you see why I say to pick one or two platforms and forget the rest? It's way too much unless you've got a person you are paying to help you. Of all those, the one thing you really will benefit from the most is to create your email campaign with a call to action. From there, pick the top one or two platforms and do that. It's crazy-making to try to do it all!

Your business message is important. Super, super important! Pay attention to it and make sure it reflects the image and the brand you work so hard to create. That's where your time and attention should be placed the most. From there, pick your places to share your content (syndicate) and do those places consistently. This creates your voice, and your reputation. This helps you create sales. You come off as focused and consistent. It's a good start!

To your sweet success,

Sue Painter

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