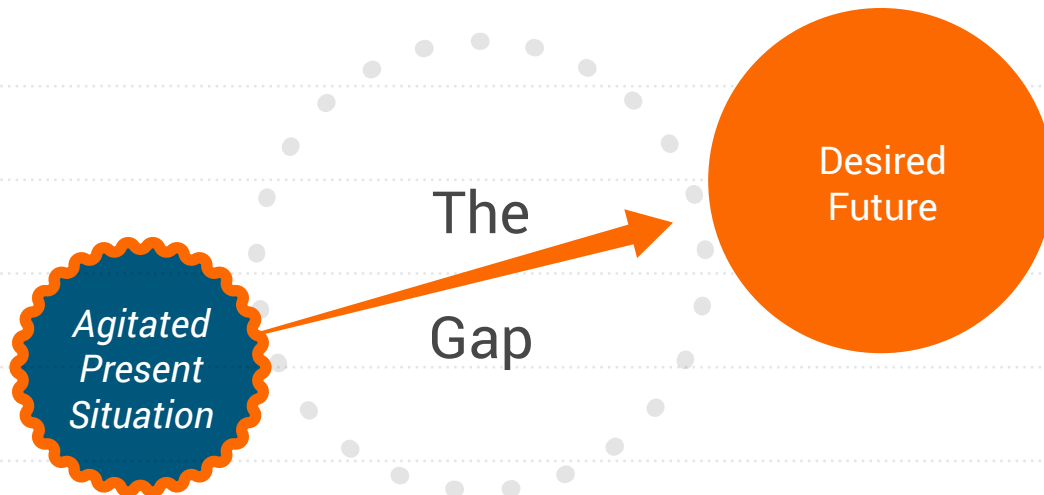


eCommerce - Lead Gen - SaaS

The Transformational Message Framework

The 6-step guide that will change your marketing



The Transformational Message Framework

Disclaimer: Please use this guide for good

When certain tools fall into the wrong hands, they can be used to harm or mislead others.

These marketing tools are no different. They can be used to manipulate someone into buying something they don't want, or they can be used to create a meaningful positive change in someone's life.

Our ask is that you use these tools to create win-win outcomes so that both you AND your customers can win. Any temporary gain that you receive for tricking people into buying a bad product will be exactly that - temporary. We trust and hope that you decide to play the long game (remember, online reviews are a thing!).

Want help? Hire a professional agency team

At Ollo Metrics, we are digital marketing and messaging experts. We've used this framework to help numerous clients build successful online advertising campaigns on Facebook, Google, and other platforms.

If you're interested in working together or any of our other digital marketing services, please contact us for a short 20-minute discovery call.

info@ollometrics.com or call **604-398-8844**

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The Transformational Message Framework

Start with the customer

Business objectives, strategies, and tactics are crucial pieces for implementing any marketing campaign, but they are not what this guide is all about...

That's because objectives, strategies, tactics are all about **you**. Before you can decide **what** you are going to do, you need to understand **who** you are planning to reach, connect with, and create a transformation for.

A Small Caveat

If you are a brand new business, We'd actually recommend to start by identifying your Core Purpose (your why) and Core Values as a person or organization. These are fundamental to who you are will help you in Step 2 of this framework.

The P-O-S-T Framework

The POST Framework shows us where to start, and that's what this guide is about: The **people** we seek to serve.



The Transformational Message Framework

Step 1: Build your target persona(s)


There are many templates available online if you search the words “customer persona template” or “customer avatar template”. Some are better than others, but you should find one that you like in 5 minutes.

My advice to you is to involve a few sales or customer service team members in the exercise. They are the ones who are on the front lines with your customers everyday and they will be able to paint the most accurate picture of your target persona(s).

If you don't have any customers yet, then start by describing someone you actually know who fits your ideal customer profile and then revisit the process once you have actual customers.

Here are some important questions to answer. If they're missing from your template, include them:

- Who are we talking to? (demographics)
- What do they want?
- What do they secretly desire?
- What **type of person** do they wish to become?
- What are their expectations?
- What are they afraid of?
- What are their daily frustrations?
- What are they angry about?
- What keeps them up at night?

TARGET PERSONA			
<p>DEMOGRAPHIC</p>  <p>EXAMPLE ETHAN</p> <p>Age: _____</p> <p>Gender: _____</p> <p>Marital Status: _____</p> <p># Age of Children: _____</p> <p>Location: _____</p> <p>Occupation: _____</p> <p>Job Title: _____</p> <p>Annual Income: _____</p> <p>Level of Education: _____</p>	<p>ASPIRATION</p> <p>GOALS (What do they want?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>VALUES (What do they care about?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>REASONS (What is motivating them to act?)</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>ADDITION</p> <p>CHALLENGES (What are they struggling with?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>PAIN POINTS (What are they frustrated about?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>FEARS (What are they afraid of?)</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>UTILITY & ROLE</p> <p>EXPECTATIONS (What are their expectations?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>OBJECTIONS (Common objections to the sale?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>PURCHASE ROLE (What is the purchase decision?)</p> <p>_____</p> <p>_____</p> <p>_____</p>
	<p>INFORMATION SOURCES</p> <p>Authors/Books: _____</p> <p>Magazines: _____</p> <p>Blogs/Webinars: _____</p> <p>Conferences: _____</p> <p>Games: _____</p> <p>Other: _____</p>	<p>BEHAVIOR</p> <p>Research Behavior: _____</p> <p>Social Behavior: _____</p> <p>Device Behavior: _____</p> <p>Office Behavior: _____</p> <p>Communities: _____</p> <p>Quizzes: _____</p>	<p>INFLUENCE & WORLDVIEW</p> <p>INFLUENCERS (Who's influencing their decision?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>WORLDVIEWS (What worldviews do they hold?)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>ALIGNMENT (Why are we the ideal solution for them?)</p> <p>_____</p> <p>_____</p> <p>_____</p>

Dashboard > Training > Results oilo METRICS

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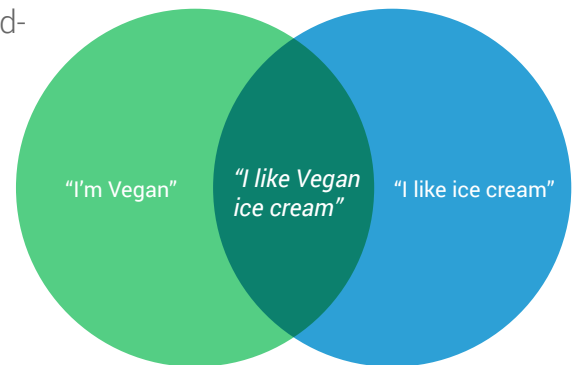
Step 2: Align with your customers' worldview

Your **identity** is the culmination of everything that makes you you: how you were raised, the society you were born into, your race, gender, strengths, weaknesses, etc. Your **worldview** is a set of lenses that you see the world through. It's a set of beliefs that help you make sense of the world and your experiences.

With your message, you want to take a view on the market that will align with and reinforce your customers' common worldview while positioning yourself as the ideal solution.

Hold up your persona(s) and ask these questions:

- What's their current worldview in relation to our market/industry?
- What do they believe to be true? What do they believe to be false?
- What is the objective truth from our perspective?
- Is there anything that we can rally for or against to strengthen their buy in?
- How can we frame our offering in a new way that reinforces their worldview while positioning our product/service as the ideal solution?
- Can we show them a new perspective that will pique their interest while still aligning with their worldview?



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Step 3: Map out their transformation

To define the meaningful transformation that your customers will achieve when they choose your product or service, you need to paint a detailed picture of what life is like for them **before** they choose you (their present situation) and **after** they use your product/service (their desired future).

Once you've defined their present situation and desired future, you will be able to see the gap in between the two states. Next, you position your offer as the **vehicle** that is going to take them from their present situation to their desired future. For the transformation to be meaningful, it must take place on multiple levels.

Present Situation:

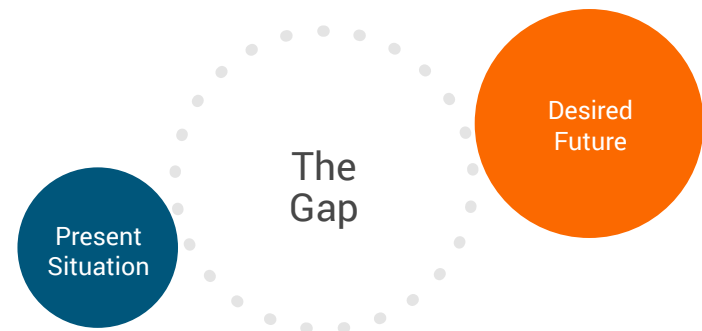
- What do they **have** before using our product/service?
- How is that making them **feel**?
- What does their **average day** look like?
- What is their current **status** as a result?

Desired Future:

- What will they **have** after using our product/service?
- How will that make them **feel**?
- What will their **average day** look like?
- What will their new **status** be as a result?

Bonus:

- Deep down, why do they and others like them **deserve** it?



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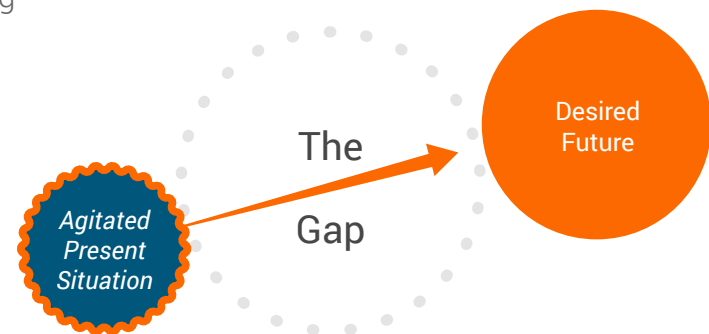
Step 4: Agitate their present situation

Now that we've clearly identified our target customer's present situation and desired future, it's time to agitate them - just a little :)

This isn't meant to be evil or manipulative, but if someone is entirely content with their present situation, they won't be motivated to change it. If you can create a little discomfort and make them re-evaluate their present situation, it will motivate them to seek a change and move towards the desired future that you are laying out for them.

This will be the playground for your content and ad copy. Hold up your answers from Step 3 and use these different approaches to agitate your target customer's present situation:

- A **story** of a customer who successfully completed the transformation
- The positive results/benefits that your customers are experiencing
- Your own story or founder story that sparked the initial need
- A "**villain**" or common problem that they are likely experiencing
- What they will **have** before or what they will have after
- How they are **feeling** before or how they will feel after
- Their **average day** before what it will be after
- Their **status** before and what it will be after
- Why they (and others like them) **deserve** it



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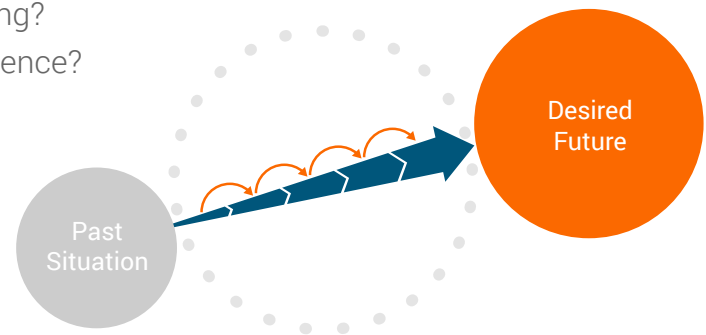
Step 5: Gain their commitment

Next, we want to gain commitment and help our target customers stay on course. This is especially important with larger purchase decisions and recurring commitments that require more consideration and can lead to analysis paralysis.

The larger or more involved the purchase decision, the more internal friction and anxiety your target customer will experience, and therefore, the more you'll have to use this as a tool to propel them towards their desired future.

Hold up your persona(s) and ask these questions?

- What's at stake if they don't take action?
- What possibilities are available if they do take action?
- Why should they act now?
- What objections might they have that we need to address?
- What personal roadblocks or doubts might they be experiencing?
- Can we create a quick win for them that will boost their confidence?
- Can we break our offer into smaller chunks to onramp them?



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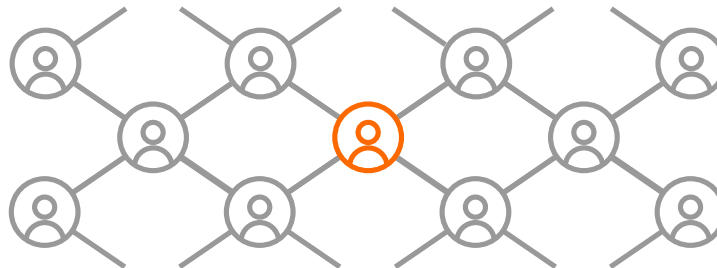
Step 6: Give them a reason to share

Finally, we are social creatures, and any opportunity for our customers to spread the good word about our products and services means that we get to save money on marketing and advertising dollars.

Think about this.. If every new customer you acquired referred just one person who also became a customer, you'd cut your marketing acquisition costs in HALF! Furthermore, people like sharing things of value if they know it'll help others. It helps to increase their **status** (important!) as someone who has valuable resources to share.

Here are the final questions to answer:

- Why should they tell their friends, family, peers, or network?
- How will their status change or improve if they tell others?
- How can we make it easier or more likely for them to tell others?
- Can we incentivize them in some way to tell others? (doesn't have to be monetarily)



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Congratulations!

You've just completed the work that only the top 1% of marketers do.

If you're interested in working together or learning more about any of our other digital marketing services, please contact us for a short 20-minute discovery call.

Also, if you got a ton a value from this guide. Please let us know!

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