

You, Only Better

MESSAGING MAKES THE DIFFERENCE

Giving yourself a haircut is not a good idea. It may look easy: a snip here, a cut there. But, regardless of how charming you look in the front, the back will look awful.

Doing your own corporate messaging also is not a good idea.

You're doomed to fail at both for the same reason: lack of perspective.

When an outside specialist develops your corporate messaging, all viewpoints within your company can be identified, articulated and included. Plus you have the advantage of an impartial point of view.

WHY MESSAGING?

A good haircut helps define you; so does good messaging. A tight, compelling company message defines your organization and allows you to present your story succinctly to customers, prospects, investors and the media.

This is especially important if you are:

- Embarking on a marketing or PR program
- Launching a new company, product or website
- Struggling to take your company to a new level of growth
- Misunderstood in the marketplace

Our interactive Message Development Workshop:

- Brings a fresh, impartial perspective to the storytelling of your company
- Defines your audience's needs
- Zeroes in on benefits, not features
- Focuses on your competitive strengths
- Develops memorable, repeatable language

Messaging is an important part of your company story. Like a haircut, it pays to have a pro do it right. To schedule your one-day messaging workshop, contact Clarus Communications at 847.816.9411.

Refer yourself or a colleague for a messaging "makeover" and your next haircut is on us. Call us for details.

"Creating a successful messaging platform must be done with the assistance of an outside party. There is no one better than Clarus Communications to create a well-rounded messaging platform that is clear, concise and compelling. A messaging platform created with Clarus will be the best investment you will make in your business."

Jill K. Snyder
President, Marketing Minds

