

GOODSENSE™

Practical marketing brilliance.

Your Brand Story *(in 1 sentence)*

Jo Patterson & Allannah Robinson

Social Enterprise World Forum

#SEWF17

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One Statement that *'says it all'*



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sustainable
BUSINESS NETWORK
Reshaping Profit



RemarkIT

*“We’ll take good care
of your old TV”*

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Transforms Team Performance

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1. What do you offer?
2. What problem do you solve?
3. Who are your customers?
4. Why do they buy from you?

Summarise the most important benefit or outcome in one sentence.



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Crafting Your Key Message

Use words and expressions your customers relate to

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“House, home, child, chair, bread, milk, sea, sky, earth, field, grass, road ... words that are in our bones, words that resonate with the oldest truths.”

[William Zinsser](#), writing professor at Yale

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Compose your power words!

- 3 – 7 word phrase or sentence
- To attract and engage your target audience
- With your content and mission
- Share the winner at your table!

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