

ALCHEMYZE™

Marketing Messaging Session

Transform Your Marketing Message From Average to Remarkable



One of the most powerful drivers of scaling a company is developing a killer marketing message. If we don't fully take advantage of who we are targeting and explaining to them why they should buy from our company over the competition, then we are missing a huge opportunity to drive results.

Most companies are great at what they do.

Very few are great at telling people why it matters. That gap between inside reality and outside perception is exactly what ALCHEMYZE fixes. In a half-day working session, we give your leadership team a proven process to become the obvious choice to do business with. This breakdown between inside reality and outside perception is exactly what the half-day Marketing Messaging Alchemy Session was created to fix.

What We Build Together

Big Hairy Audacious Goal

You need to know where you are going before you can tell your story. We define your long-term BHAG to give your entire marketing strategy a north star.

Target Market

We build a sharp, specific picture of your ideal customer: where they are, geographic, what they look like, demographic, and how they think, psychographic. Attract the right clients. Stop chasing the wrong ones.

Core Problems

No one buys without a reason. We identify the real pains your prospects have so your message speaks directly to what keeps them up at night.

Solutions

We match your solutions to those problems and stress test whether they hold up. Good enough is not the goal.

ALCHEMYZE It

This is where the real work happens. We turn your ordinary company story into something remarkable: unique to your organization AND interesting enough that people repeat it. You leave with at least three distinct Remarkables your team can use right away.

The Big Story

We connect your company's purpose to your message. The businesses that win are the ones whose story people remember and share.

In this session with your team (bring as many leadership, sales and marketing teammates as you like), you will see your company's messaging ALCHEMYZED into a story that is truly "remarkable" in your industry.

The Program Includes:

- 30-minute discovery call before the session
- Full review of your current website
- Half-day virtual working session
- Companion workbook for every attendee
- Custom messaging summary delivered within one week
- Follow-up call to finalize everything
- Copies of ALCHEMYZE It! for all attendees

SAMPLE AGENDA

9:00 AM	Introductions
9:10 AM	Why Differentiate?
9:25 AM	Identifying BHAG
9:40 AM	Identification of target
10:10 AM	Pains & Problems for target
10:30 AM	BREAK
10:40 AM	Solutions for Core Problems
10:45 AM	ALCHEMYZE IT
11:30 AM	Your Company's Big Story
11:50 AM	What to expect next
NOON	Conclusion

What People Are Saying

"After just one day, I understand how focusing on my message, not advertising, can help me grow my business more quickly."

Tim Dagit, The Dagit Group

"My sales close rate increased by 18% in the first quarter after the session."

Everett Katzen, Springboard Media

"This changed the way I think about driving revenue. I'm getting referrals more than ever."

Barrett Ersek, Holganix

MARKETING MESSAGING ALCHEMY
SESSION INVESTMENT: \$4,450 Session Fee