

Your Magic Words Checklist

These are the words that capture and communicate precisely what you can do.

Magic Words live at the centre of your brand and clearly and concisely convey:

- **WHO** you are and **WHO** you help
- **WHAT** you **DO** to help and **WHAT RESULTS** they can expect
- **WHY** they should choose you and **WHY** they can trust you

You must show them how you or your product can be **USEFUL** to them. Tell how you will add real **VALUE** to their lives.

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| <input type="checkbox"/> Clear, Direct, Easily Understood | <input type="checkbox"/> Win with charm – be warm and inviting |
| <input type="checkbox"/> Begs an immediate "Yes" from prospects | <input type="checkbox"/> Tantalising, makes me want to know more |
| <input type="checkbox"/> Short: 20 words +/- 10 words (3 sentences max) | <input type="checkbox"/> Vivid language |
| <input type="checkbox"/> Prominent: One of the first things people notice | <input type="checkbox"/> Sticky concept, repeatable and memorable |
| <input type="checkbox"/> Words people use (no jargon) - sounds like you | <input type="checkbox"/> Has a clear "what's in it for me" results and higher order benefits |
| <input type="checkbox"/> Claims have proof | <input type="checkbox"/> Stimulates an action |

TOP TIP – If you scored less than 8 / 12 on this checklist, it will be worth your while to jump on our free online training and NAIL IT!