

PROFESSIONAL & CAREER

NOBODY CARES THAT YOU'RE OPEN

THE WHY-SHOULD-I-CARE MESSAGE BUILDER

THE PROBLEM

A capable business can remain invisible when customers do not understand the problem it solves, the value it creates, or why they should act.

1 SOLVE A REAL PROBLEM

Start with the customer's pressure, not the fact that the business exists.

IDEAL CUSTOMER: _____

THEY STRUGGLE WITH: _____

COST OF DOING NOTHING: _____

RESULT THEY WANT: _____

2 MAKE IT REPEATABLE

Build one sentence a customer can understand, remember, and repeat.

WE HELP: _____

DO / GET: _____

BY: _____

WITHOUT: _____

3 PROVE THE VALUE

Choose one evergreen asset that shows the promise working in the real world.

☐ Before / after

☐ Customer story

☐ Process demo

☐ FAQ / guide

☐ Comparison

ASSET TO CREATE: _____

THE BEFORE-AFTER MESSAGE TEST

Replace an open-for-business statement with one clear customer outcome.

CURRENT
MESSAGE

CLEARER
MESSAGE

CUSTOMER CAN
REPEAT IT

OUR ONE-SENTENCE MESSAGE: _____

WHO CAN HELP?

Small business owner, marketing consultant, chamber, economic development group, photographer, or web designer.

BRING THIS TOOL
TO THE CONVERSATION.

OPEN IS NOT A MESSAGE. VALUE IS.

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General marketing worksheet only. Test messages with real customers and confirm claims before publishing.