

# Crafting Your “Tell Me More” Message

A good “Tell Me More” message will actually get that kind of response, something like: “That sounds interesting; tell me more.” Or “How do you do that?” Or “Oh, what do you mean?”

Here are 4 quick tips to craft an energetic “Tell Me More” message.

1. **Focus on how you help people, not what you do** – Pick the biggest problem you solve for your clients and talk about that. You may solve more than one, in which case pick the one you think will appeal to the most people.
2. **Use strong, active language** – You want to pique their interest and paint the beginnings of a mental picture for them, but make sure they’ll need more information to complete the picture. Words like: teach, develop, create, discover, simplify, ensure.
3. **Speak in “headlines”; keep it short and snappy** – No one likes to be lectured to, so don’t use this as an opportunity to tell them every little detail of your business. You want to come up with a “starter” sentence that invites questions. That way you’ll know what they want to hear more about.
4. **Be conversational** – Even though you’re “speaking in headlines,” you want your delivery to sound as natural and spontaneous as possible. Practice at home with the dog or the mirror so it comes trippingly off the tongue.

## Examples:

- I show entrepreneurs how to grow their business the easy way.
- I help people buy their dream home.
- I teach 5 secrets to leveraging other people’s money.
- I help professionals create informative, non-salesy newsletters.

Now, put it all together and clarify your marketing message. What problem or challenge do you solve and for whom? How does it benefit them?

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