



**MASTERING CORE MESSAGING:
TURNING WORDS INTO CONVERSIONS**



JUSTASKRIK

INTRODUCTION



OBJECTIVE: EQUIP YOU WITH A CLEAR, CUSTOMER-FOCUSED
CORE MESSAGE THAT RESONATES AND DRIVES CONVERSIONS

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Let's start with a quick question—how many of you have ever struggled to explain what you do in a way that makes people instantly want to buy?



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You're not alone. The reality is, a confusing message loses customers, no matter how great your product or service is.

Today, we're fixing that. We're going to craft clear, compelling messaging that speaks directly to your audience's needs—so they listen, engage, and take action.



INTRODUCTION

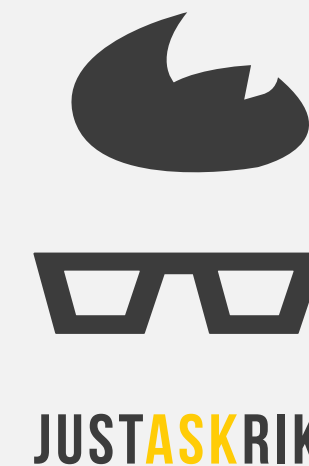


Why Does Messaging Matter?

80% of sales are lost due to unclear messaging. Not because your product isn't good, but because your audience doesn't instantly understand how it solves their problem. If people don't 'get it' in seconds, they're gone.



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Today's Goal:

By the end of this session, you'll have a clear, structured message that:

- ✓ Grabs attention
- ✓ Speaks to the right people
- ✓ Drives action

And we'll do that using the 6-Part Conversion Message Framework.



THANK YOU