



Marketing: **Web Design**

AMCAP Conference 2024



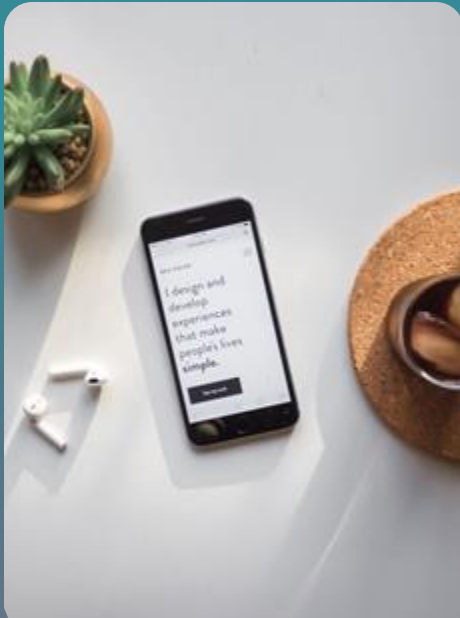
Squeaky Shoes Media

*Some images may have been removed before
sharing for copyright reasons.*

Where to start?

“The first mistake brands make is they fail to focus on the aspects of their offer that will help people survive and thrive.”

Donald Miller, “Building a StoryBrand”



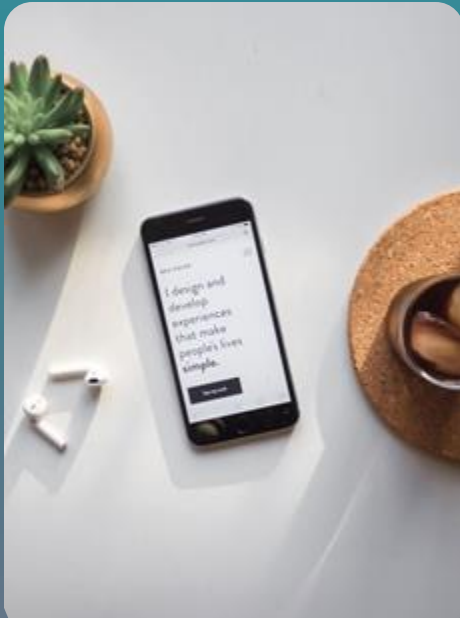
Where to start?

- **Simplify**
- **Familiarize**
- **Amplify**



Where to start?

- **Simplify** your messaging
- **Familiarize** yourself with your audience
- **Amplify** your voice



Simplify:

Who
Are
You?



Who Are You?

Confusion is the enemy of success in business.

Define Your Identity:

- Pres. Nelson: Labels
 - What is your center?

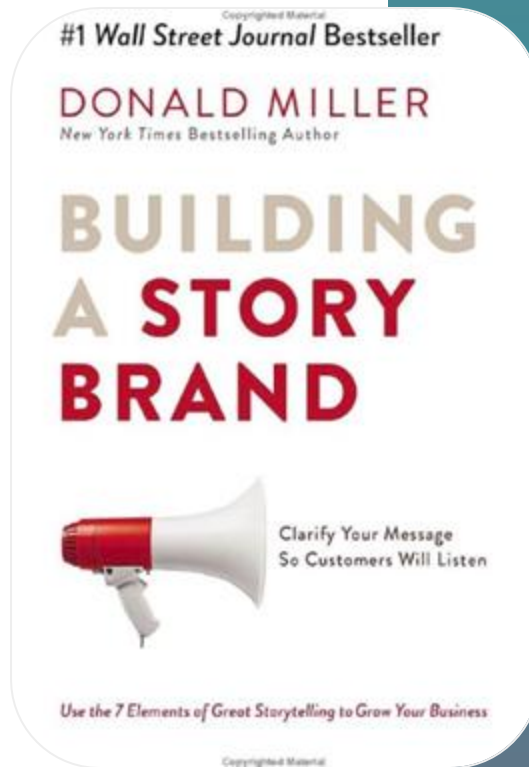


Who Are You?

Confusion is the enemy of success in business.

Define Your Identity:

- Pres. Nelson: Labels
 - What is your center?
- ADHD Marketing
 - Don't make them work for it

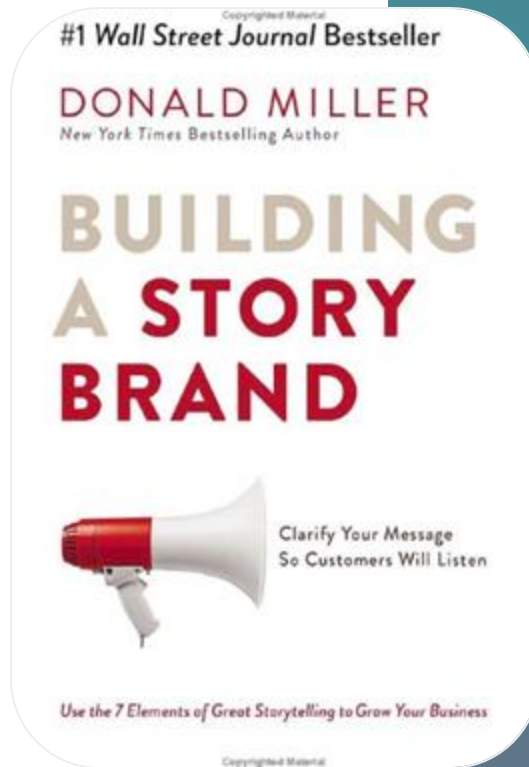


Who Are You?

Confusion is the enemy of success in business.

“Imagine every time we talk about our products to potential customers, they have to start running on a treadmill.”

- Donald Miller

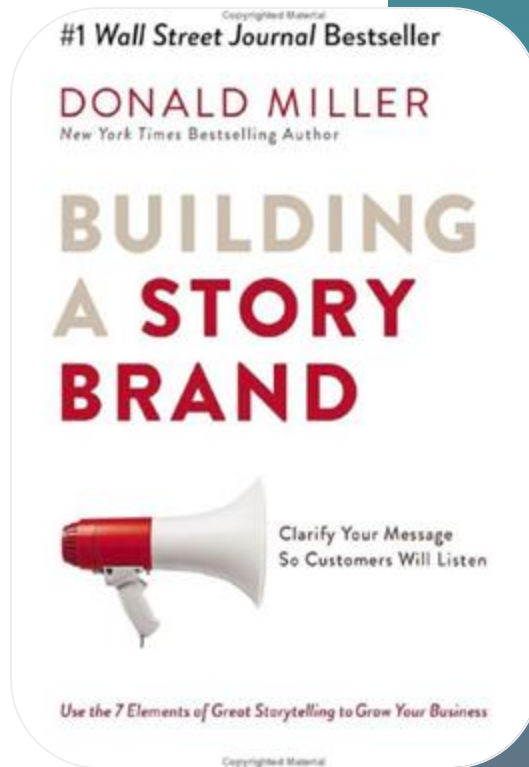


Who Are You?

Confusion is the enemy of success in business.

Define Your Identity:

- Pres. Nelson: Labels
 - What is your center?
- ADHD Marketing
 - Don't make them work for it
- Don't be Vague
 - Being vague is just as bad as being too complicated

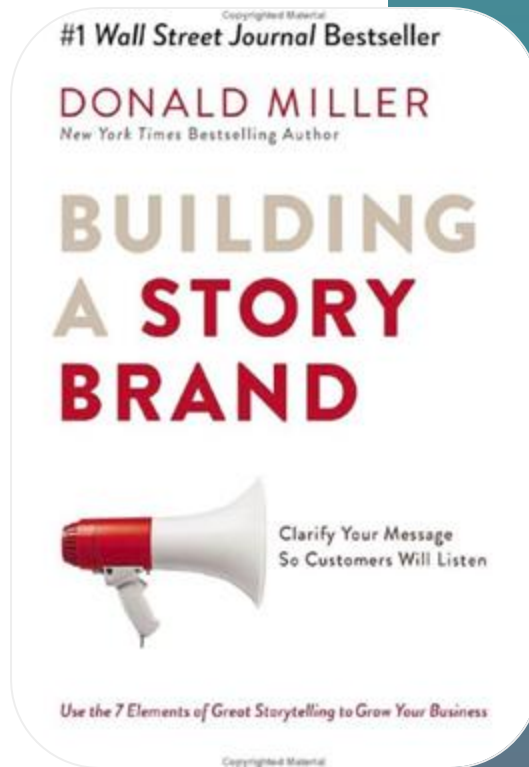


Who Are You?

Confusion is the enemy of success in business.

Simplified Messaging:

- Provides Focus
- Creates Continuity
- Increases Clarity
- Decreases Your Effort



Familiarize:

Who
Are You
Talking
To?



Who Are You Talking To?

Getting to know the person and you get to know their problems.

Therapy Process:

- Who are they?
- What is their background?
- What are their needs?



Who Are You Talking To?

Getting to know the person and you get to know their problems.

Marketing Process:

- Who is your ideal client?
- What is their background?
- What are their needs?



Amplify:

What is Your Value?

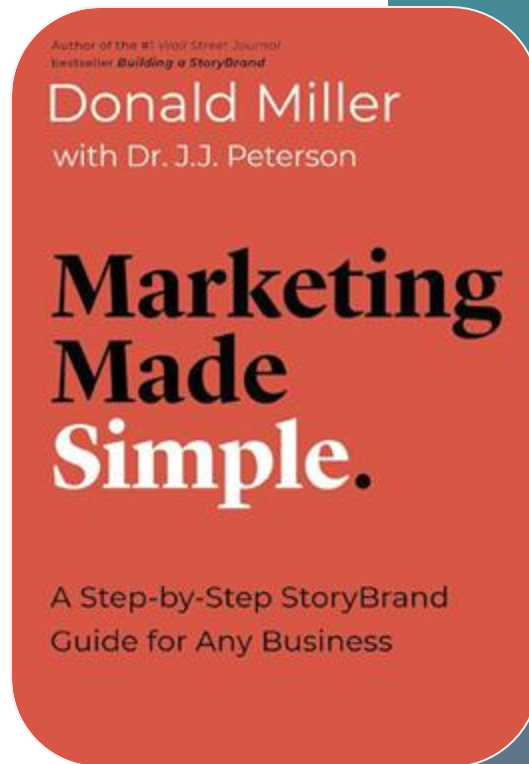


What is Your Value?

How are you going to improve their life?

Solving Problems:

- No one cares about you
- How can you help *them* to survive and thrive?



What is Your Value?

How are you going to improve their life?

You Know This Process:

- Who are you talking to?
- What are their needs?



What is Your Value?

How are you going to improve their life?

Solving Problems:

- What do you offer?
- How can your offering solve their problems?



Practice

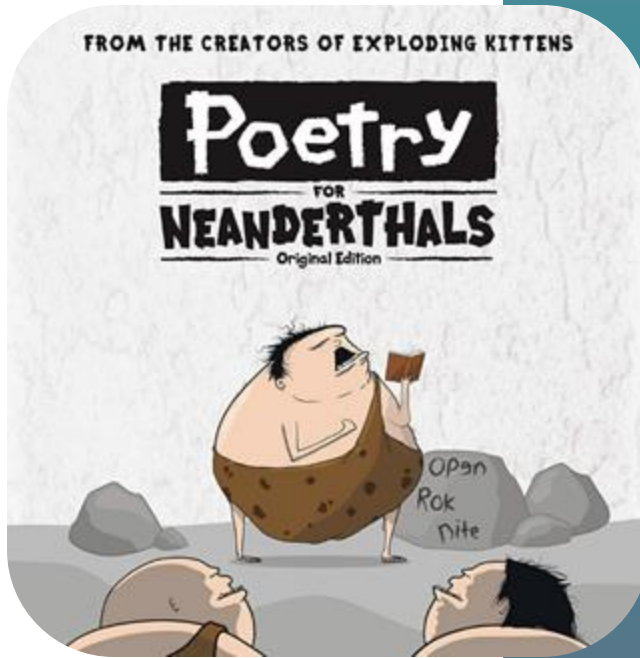
Let's Try it Out!

- Simplify
- Familiarize
- Amplify

1. Take an inventory of your messaging.
How long would your customers last?

2. How could you simplify?

3. Turn to your neighbor and tell them,
using only one-syllable words, what
you do make them care.



Presentation Resources



<https://squeakshoesmedia.com/conference-resources-2024>