



Crafting Irresistible Marketing Messages: How to use audience analysis to find, understand, and communicate with your perfect customer to create a business that gets results and achieves your goals

Daniel Ndukwu

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One of the major problems entrepreneurs face is not knowing who they're working for, or rather who they're trying to reach.

Usually, they'll say something fluffy like everyone can use a faster internet connection so my market is the whole world.

Wrong, even though everyone may need a faster internet connection, the way you position yourself can't and won't appeal to everyone.

That's exactly what **Crafting Irresistible Marketing Messages** was written to address.

Let me explain.

Instead of writing content, advertisements, and marketing campaigns that get lost in the online and offline cacophony, this book is going to walk you through proven strategies that'll allow you to connect with your audience on a visceral level.

The kind of marketing that makes your audience say **"this guy really gets me"**

You're going to get a crash course in:

Choosing your market:

Instead of building out a product and then looking for a market, you'll come to understand your audience first and through those insights, build out something that they truly want and need. Even if you already have a product or service, you'll be able to reposition it using the insights you gain.

Understanding the deepest motivations and pain points of your audience:

Not the topical politically correct pain points that are floating around the internet, but the deep desires they

only tell their friends and family about. This will help you craft messaging that resonates with them on a visceral level to **achieve your business goals.**

How to Craft Powerful Value proposition:

A value proposition is usually the first point of contact you have with your audience and it quickly lets them know if you're the right fit for them. When you have a powerful one that speaks to their needs then everything you say thereafter carries more weight. You're going to see first hand how to create one that works.

How to put it all together and write copy that works

You don't need to be a copywriter with 10 years' experience to write sales pages that actually work. You'll get a simple five step process that converts an audience you've already connected with a huge percentage of the time.

Bonus Material

For people to soenload this book, there's a swiipe file of complementary bonuses waiting for you at www.iaexperiment.com

Pick up your copy of **Crafting Irresistible Mraketing Messages** today to create messages that resonate with your audience and build a business that you can be proud of.

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