



**Harnessing the power of communications  
to promote and grow your business**

**Craft your message**



[hey.me.co.uk](http://hey.me.co.uk)



# Your Hey Me Team

40+ years combined experience



**Amy**

Founder and  
Managing Director



**Emma**

Senior Communications  
Strategist



**Molly**

Communications  
Executive



**Katie**

Business Support  
Manager



# Recap

## **Turn Outreach into Sales: Sending lots of messages out but not getting any sales?**

- Health Check: Auditing current activity
- Gain clarity
- Review audience needs and reasons to believe
- Look into your competitors and listen/ watch



**Help! I don't know what to  
say.**





## HEALTH CHECK

- Review business plan
- Auditing existing comms vs competitors
- Audience benchmarking

## CRAFT YOUR MESSAGE

- Culture
- Personality
- Messaging
- Tone

## CUT THROUGH THE NOISE

- Tailored communications
- Channel
- Method
- Timings and frequency



Do you know the average  
reading age of a UK adult?





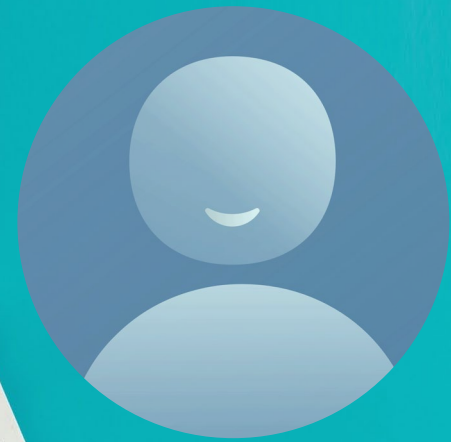
# Communications

What is it and why is it hard?

**Communications is in everything  
and everything is communication**

**Speaking in plain English is  
extremely important**

**Repetition is key**



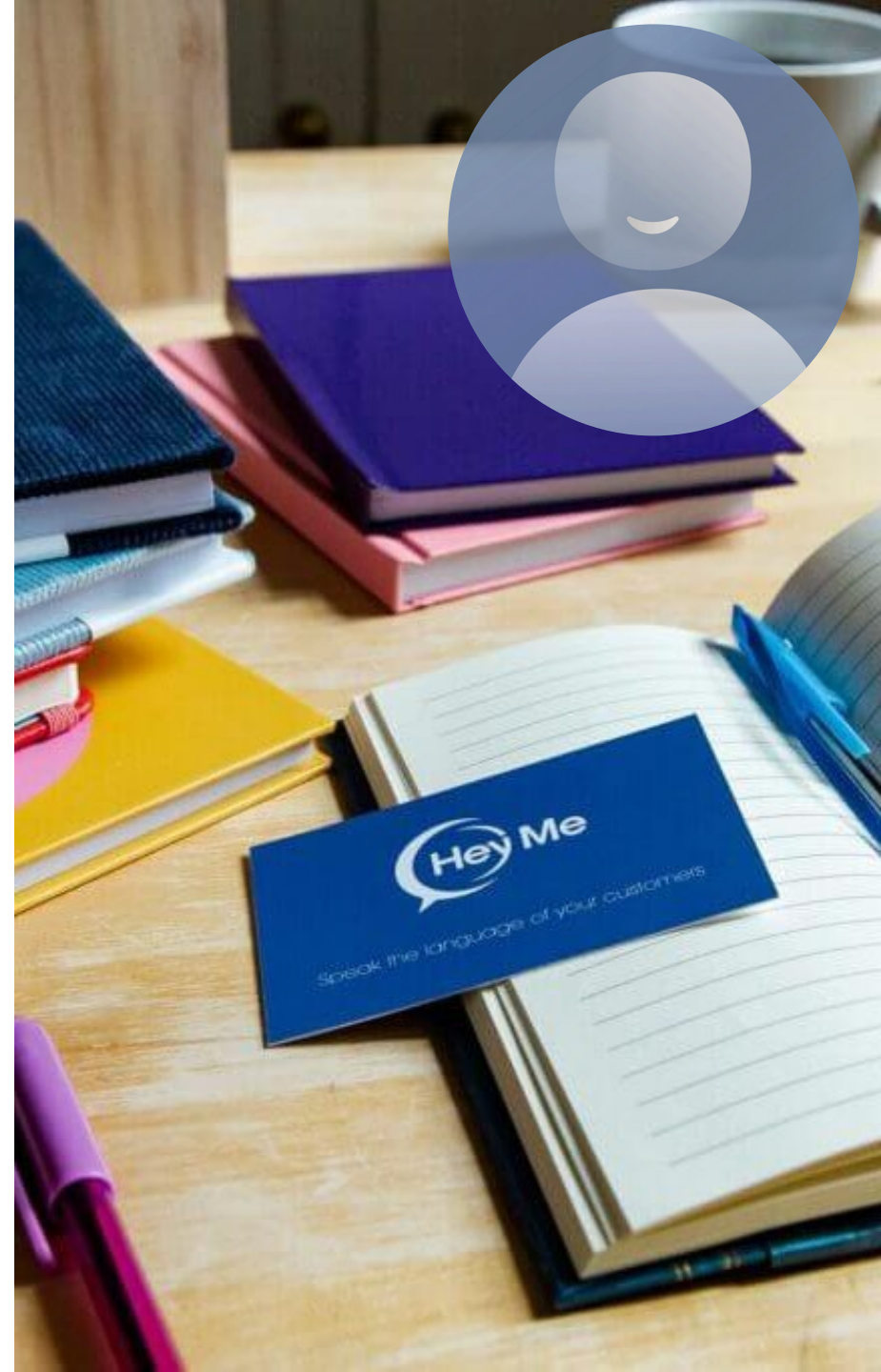
Crafting your message





# Clear and simple

1. Write a brief paragraph describing your business
2. Reflect and read it out loud – does it make sense or chime?





## Who are you?

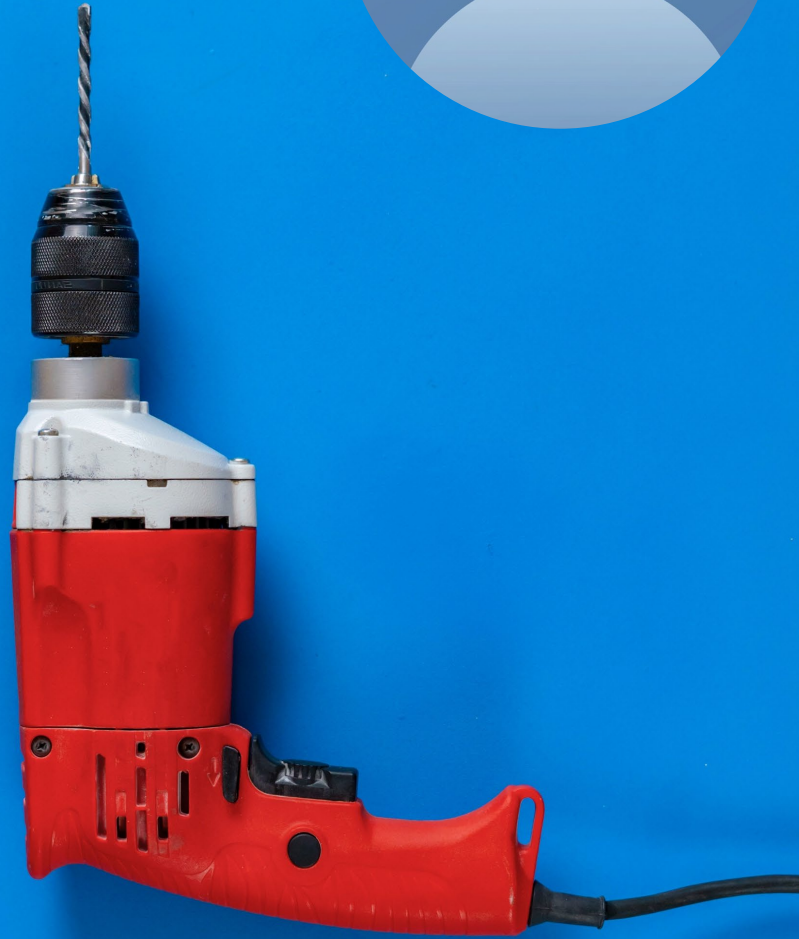
- What are you trying to achieve?
- What do you want from your audience?
- How can communications help?





# What do you do?

- What are you supplying/ providing?
- How does it help?





# Why...?

- Why do you do what you do?
- Why should your audience choose you? What's their reasons to believe?





# How do you do it?

- What's the process?
- Features, benefits, USPs and value





# Audience

- Who are you trying to reach?
- What do they need and value?
- How do they act?
- When would you be relevant?





**What do you want  
to tell people?**

**V**

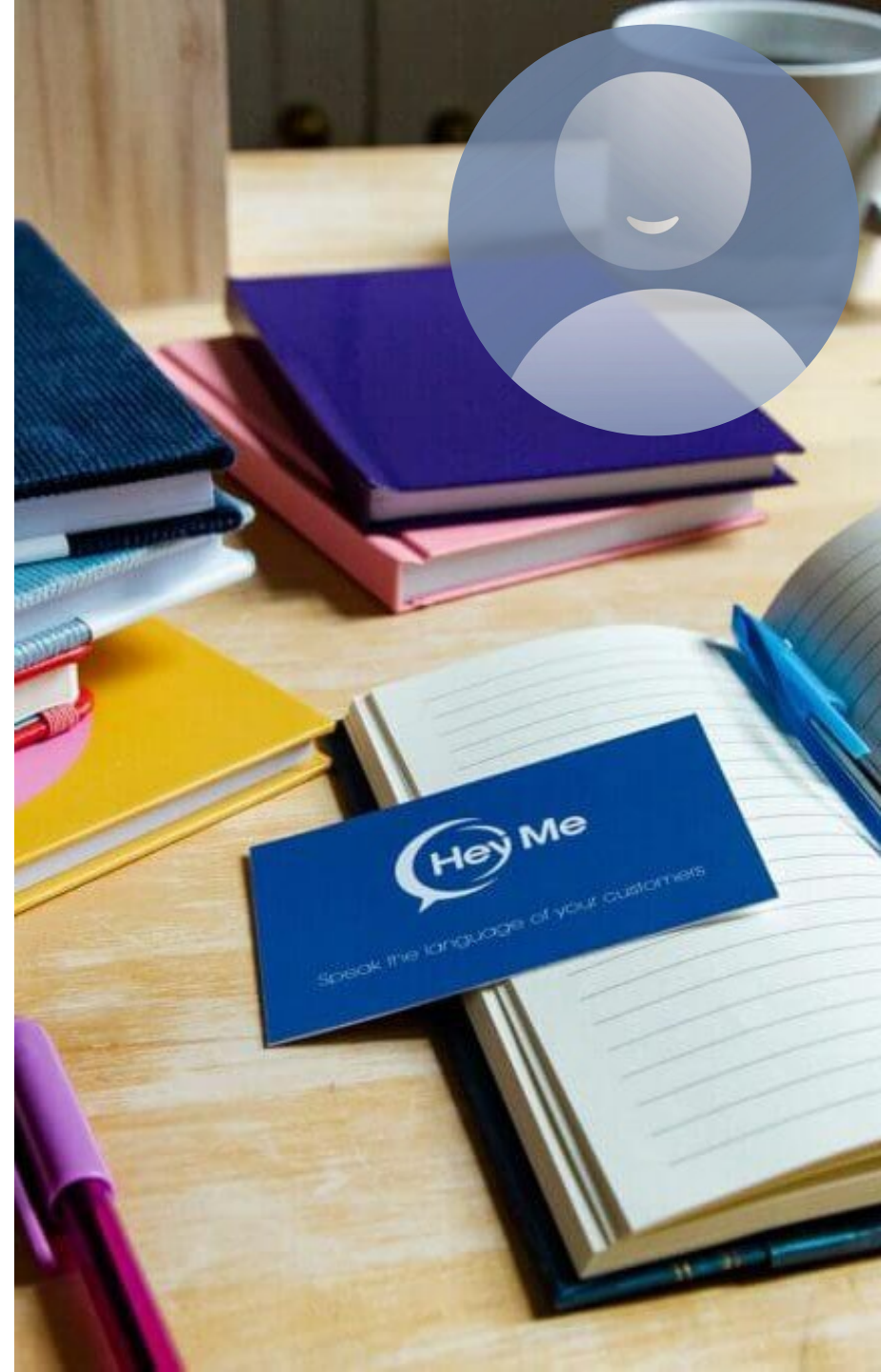
**What does your  
audience want to  
know?**





# Clear and simple

- Who are you?
- What is it that you do?
- Why and how?
- When or who do you do it for?
- Where do you do it?





# Telling your story

- Use 3 – 5 messaging 'pillars'
- Themes and buckets save time





## Culture/ team/ business background

- Team stories & new team members
- Any volunteering or community projects or sponsorships
- Core beliefs/ values in action
- Behind the scenes
- Story or the business
- Milestones

## Network & community building

- Events attendance, before, after and during
- Polls
- Connecting

## Examples

- Customer case studies
- Testimonials
- Quotes
- Before/ after
- Spotlights
- Community impact

## Expertise/ insight

- Industry trends & commentary
- Tips and advice
- Myth busting
- Thought leadership
- FAQs

## Products/ services

- Product spotlight
- Demos
- Product updates
- Features & benefits
- Offers & sales promos



# Match your channel

- Choose the channel to match your aims and your audience.
- Is there a strong sense of community? Social or business?
- What's the preferred action? Educate, raise awareness or sell, enquire?
- What relationship do you already have with the channel audience?
- Choose the themes that work best for the channel





# Consistency

- Quality over quantity
- Be realistic
- Repeat your message across your chosen channels
- Ask 'so what?'

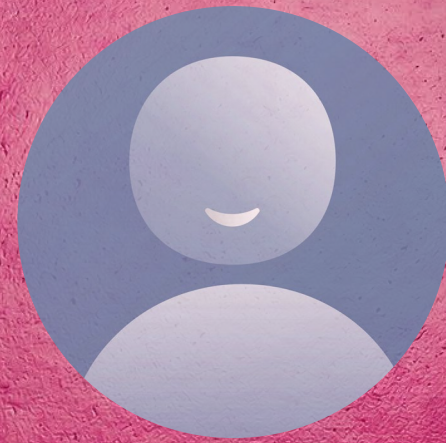




# Key takeaways

## Follow these 7 simple steps:

1. Be clear and consistent
2. Think = action: what do you want from your audience
3. Who, What, Why, How?
4. What does your audience need and value?
5. What are their reasons to believe?
6. Match your content to your channel
7. Ask "So what?"





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# What's next?

Cut through the noise

5 March

10 – 11am

email [amy@heyme.co.uk](mailto:amy@heyme.co.uk)

LinkedIn <https://www.linkedin.com/in/amyjbell/>

LinkedIn Hey Me

<https://www.linkedin.com/company/hey-me>



heyme.co.uk