



Messaging with a Point—A MarCom Tip from MarCom Point.Solutions

Talking points. Point of sale. Price points. Proof points. Bullet points. Everyone is making a point about something at some point during every day. **Getting your point across is about persuasive writing.** Crafting words so carefully that they motivate.

Marketing is about selling. Influencing customers and employees by building a strong brand and corporate identity through a unique value proposition and strategic positioning. **Communicating is about getting the word out**—clearly and succinctly.

The two combined—**MarCom**—is where the action is: how to convince the audience to make the purchase...invest...contribute...be loyal.

The secret is in **what you say—and how you say it.**

The point is to get your message out...generate sales... increase revenue.

Make your point...and you make money. If you know how.

You need to know **what Messaging with a Point means** to make it happen: It's when the person reading or hearing the message you're delivering understands what you intend—and **takes the action you want.**

It's a clear message, fostering no questions. It's succinct. It's sharp... **communicating with impact.**

It's a simple concept. But it's not simple. It takes **wordsmithing, marcom savvy, and brand know-how.**

You think you're saying it right. But what if you're not being as clear as you think? What if your point is missed? It could cost you money. There's never a doubt when you say it right.

Visit www.marcomsolutionsguru.com or contact info@marcomsolutionsguru.com for more information on Messaging with a PointSM.



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