

# LINGO

## Decoding the Secret Language of Your Ideal Customers

### Brand Marketing Training

#### Learning Objectives

After participating in this training, your team will be able to:

- Identify their ideal customers who are already positioned to value what they offer
- Understand the emotional triggers of their ideal customers to attract them
- Recognize multiple audiences for their offer to diversify income streams
- Learn the up-front brand messaging to say the right things to the right audience across all platforms
- Craft brand messaging that moves prospective customers from consideration to action
- Recognize and focus on their most profitable customers

#### Duration

Can be three hours to three days depending on how deep and customized the objective.

#### Who should attend

Start-ups:

Will gain valuable information that will provide important insights into their intended audience that will save years of effort and wasted money.

Established businesses:

Needing to reposition their business in an ever changing market, shifts in societal values, and striving to stay relevant.

All individuals involved in marketing, branding and those that interact with customers on the frontline.

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#### About the Training

Businesses waste far too much time trying to satisfy customers that will never be satisfied, often settling for the long-held (and flawed) belief that 80% of their income should come from 20% of their customers.

It doesn't have to be that way. With LINGO brand message strategies, a business can attract and work almost exclusively with their ideal customers. The customers that are not only the most profitable, but also the easiest to work with and enable the entire team to do their best work. This improves profit, productivity, and culture as well as increases customer loyalty and advocacy.

In this experiential and practical workshop, we'll do a deep dive into the psychographics of a business's ideal customers: what makes them tick, how they live, what they value and what emotionally triggers them. We'll consider the offer of the business, what makes them unique and a standout for their ideal customers. We'll identify the business's unique perspective on how they look at what they do differently than anyone else in their field.

With this foundational information, we'll apply the five-step strategy of LINGO to combine the emotional triggers of the ideal customer with the unique attributes of the business to create brand messaging that will make the business simply irresistible. We'll then utilize the proprietary LINGO Emotional Journey Map Structure to work on how specific brand messaging needs to be changed on websites and across all marketing outreach and sales channels.

The results for participants will not only be a clear understanding of what moves and motivates their high-value customers, but how to continually craft marketing messages that will convince and convert them moving forward.