



GUIDE BOOK

MAGNETIC MESSAGE FORMULA



Guide

THE MAGNETIC MESSAGE FORMULA

In a world saturated with content, the difference between being ignored and being influential often comes down to a single factor: clarity of message. Your magnetic message is the foundation of your content strategy, it's what makes your ideal audience think, *"That's exactly what I need!"* when they encounter your work.

This guide will walk you through the process of crafting a powerful one-sentence brand statement using the proven **"I help X achieve Y so they can Z" formula**. This simple structure transforms vague, forgettable descriptions into clear, compelling messages that capture attention and drive action.

As we explore in this guide, your magnetic message isn't just marketing fluff—it's the north star that guides every piece of content you create, ensuring consistency across platforms and clarity for your audience. When done right, this single sentence

becomes your content compass, making decision-making easier and audience connection stronger.

The following steps will take you from scattered ideas to a laser-focused statement that resonates with exactly the people you want to reach. Let's begin crafting the message that will magnetize your ideal audience to your content.

Unearth Your Unique Core with the EVP Triangle

Before you can craft a message that resonates, you need to understand what makes your perspective valuable and distinctive. The EVP Triangle—the intersection of your Expertise, Values, and Personality—reveals the sweet spot where your most powerful content lives.

The EVP Triangle Explained

The EVP Triangle consists of three core elements that, when combined, create your unique content foundation:

- 1. Expertise:** Your knowledge, skills, and experience
- 2. Values:** Your core principles and beliefs
- 3. Personality:** Your natural communication style and traits

When these three elements overlap, they create your authentic content zone—where what you know meets why it matters and how you uniquely express it.

EVP Self-Discovery Questions

Take 15-20 minutes to answer these five questions honestly:

- 1. What do friends always ask for your help with?** (Reveals natural expertise)

- 2. What problems have you personally overcome?** (Shows valuable experience)
- 3. What topic can you discuss for hours without getting tired?** (Indicates passion)
- 4. Which principles do you refuse to compromise on?** (Highlights core values)
- 5. What quirk or trait do people remember about you?** (Identifies personality elements)

EVP Pattern Recognition Exercise

Review your answers and look for recurring themes or connections:

- 1.** Circle any topics, skills, or knowledge areas that appear in multiple answers
- 2.** Underline emotional words or phrases that reveal what matters to you
- 3.** Highlight descriptive words that others might use to characterize your approach

For example, Maya (the data analyst from our book) noticed that her answers revealed:

- Technical knowledge (Excel, data analysis)
- A passion for making complex things understandable
- A conversational, approachable communication style

- A strong belief that data should be accessible to everyone

These patterns pointed not to generic Excel tutorials, but to her unique strength: translating complex numbers into compelling stories for non-technical people.

Finding Your EVP Intersection

Complete this sentence based on your pattern recognition:

*"I combine my knowledge of _____
with my belief in _____
and my naturally _____ approach."*

This statement captures your EVP intersection and lays the groundwork for your magnetic message.

Define Your Audience with Precision

A magnetic message speaks directly to a specific person with specific needs. The more precisely you can define who you're talking to, the more powerfully your message will resonate.

Narrowing Your Audience Focus

Many content creators fear "niching down" will limit their opportunities. In reality, the opposite is true:

Myth	Reality
"A smaller audience means less success."	A smaller, engaged audience converts better than a large, passive one.
"I'll run out of content ideas."	Specific niches actually provide more targeted content opportunities.
"I'll miss opportunities outside my niche."	You can expand gradually after establishing authority in one area.
"My personality won't shine through."	Niching is about topic focus, not personality limitation.

Serviceable Obtainable Audience (SOA) Identification

Instead of targeting everyone potentially interested in your broad topic (Total Addressable Audience), focus on the specific subset you can realistically reach and serve effectively with your unique approach.

Complete this audience refinement exercise:

1. Start with your broad topic area: "People interested in _____"
2. Add a demographic filter: "Specifically, _____ (age/profession/location)"
3. Add a situation filter: "Who are currently _____ (life stage/challenge)"
4. Add a motivation filter: "Because they want to _____ (desire/goal)"
5. Add a barrier filter: "But they struggle with _____ (obstacle/pain point)"

Example:

1. "People interested in fitness"
2. "Specifically, busy professionals aged 30-45"
3. "Who are currently working desk jobs"
4. "Because they want to stay healthy despite limited time"
5. "But they struggle with finding workouts that fit their schedule and address posture issues"

Final SOA: "Busy professionals aged 30-45 working desk jobs who want to stay healthy despite limited time but struggle with finding workouts that fit their schedule and address posture issues."

Audience Research Mini-Plan

To validate your audience definition, gather insights from these sources:

1. **Reddit threads** related to your topic (search for specific problems)
2. **Amazon reviews** of books/products in your niche (look for emotional language)
3. **Comments** on popular content in your field (note recurring questions)
4. **Facebook/LinkedIn groups** where your audience gathers (observe discussions)
5. **Direct interviews** with 3-5 people who fit your profile (ask about challenges)

As you research, document:

- Exact phrases they use to describe their problems
- What solutions they've already tried
- What keeps them up at night
- Where they currently look for help

This research ensures your message speaks your audience's language rather than just your own.

Craft Your One-Sentence Brand Statement

Now it's time to bring together your EVP insights and audience understanding into a clear, compelling statement using the magnetic message formula.

The Magnetic Message Formula

Your statement follows this structure:

*"I help **X** achieve **Y** so they can **Z**."*

Where:

- **X** = Your specific audience
- **Y** = The tangible result you deliver
- **Z** = The emotional transformation or bigger impact

Filling in the Formula

- 1. For X (your audience),** use the specific audience definition you created in Step 2.
 - Make it concrete and recognizable
 - Use language your audience would use to describe themselves
 - Be specific enough that some people are excluded
- 2. For Y (tangible result),** describe the concrete outcome you help create.

- Focus on measurable or observable changes
- Use active verbs that convey progress
- Be specific about what they'll gain or achieve

3. For Z (emotional transformation), articulate the deeper benefit of achieving Y.

- Connect to emotional states or life improvements
- Address what they truly care about beyond the tangible result
- Show how their life or work will be different

Message Transformation Examples

See how the formula transforms vague statements into magnetic messages:

Weak Message	Magnetic Message
"I talk about fitness for busy people."	"I help busy professionals master 20-minute workouts so they can feel energized without sacrificing family time."
"I teach photography basics."	"I help smartphone owners capture professional-quality images so they can preserve meaningful moments without expensive gear."
"I share cooking content."	"I help working parents create nutritious 5-ingredient meals so they can break free from takeout guilt."

First Draft Creation

Write your first draft following the formula:

*"I help _____ (specific audience)
achieve _____ (tangible result)
so they can _____ (emotional transformation)."*

Don't worry about perfection—we'll refine this in the next steps.

Refine Your Message for Clarity and Impact

A magnetic message must be crystal clear, jargon-free, and immediately understandable. In this step, we'll polish your statement to ensure it meets these criteria.

The Clarity Test

Apply these four standards to your draft message:

1. **Repeatable:** Can someone hear it once and repeat it accurately?
2. **Jargon-free:** Does it avoid industry terminology that outsiders wouldn't understand?
3. **Benefit-focused:** Does it clearly state both practical and emotional benefits?
4. **Memorable:** Would someone outside your industry remember it tomorrow?

For each standard not met, revise your statement accordingly.

Message Clarity Checklist

Run your statement through this checklist:

- Uses plain language a 12-year-old could understand
- Specifies who it's for AND who it's not for
- States a clear, tangible outcome
- Connects to a meaningful emotional benefit

- Can be said in one breath
- Avoids buzzwords and trendy jargon
- Focuses on audience gains, not your credentials

Common Message Problems and Solutions

Problem	Solution
Too vague	Replace general terms with specific ones (e.g., "professionals" → "accountants transitioning to remote work")
Too technical	Substitute jargon with plain language (e.g., "optimize conversion funnels" → "turn more visitors into customers")
Too feature-focused	Shift to benefits (e.g., "I teach email techniques" → "I help you get responses to cold emails")
Too many ideas	Focus on your primary value proposition only
Too "me" centered	Reframe to emphasize what the audience receives

Revise your statement to address any issues you identified.

Add a Personality Element

While clarity comes first, adding a touch of personality makes your message more distinctive and memorable. This step helps your statement reflect the unique aspects of your EVP.

Personality Enhancement Options

Choose one of these techniques to infuse personality into your clear message:

1. **Signature Metaphor:** "I'm like a financial GPS for first-time homebuyers..."
2. **Mini-Origin Story:** "After losing my savings to crypto scams, I now help..."
3. **Bold Contrast:** "Forget 90-day fitness challenges. I show busy executives..."
4. **Unexpected Combination:** "I blend mindfulness practices with productivity systems so entrepreneurs..."
5. **Distinctive Language:** Using terms or phrases uniquely associated with your style

Personality Selection Exercise

Review your EVP Triangle insights from Step 1. Circle words that describe your natural communication style:

- Practical / Theoretical
- Serious / Playful

- Direct / Nurturing
- Formal / Casual
- Detailed / Big-picture
- Energetic / Calm
- Scholarly / Conversational
- Irreverent / Respectful

Choose a personality enhancement that aligns with your circled traits.

Enhanced Message Template

Add your chosen personality element to your clear message:

"[Personality Element] + I help **X** achieve **Y** so they can **Z**."

For example:

- "Like a friendly decoder ring for confusing financial jargon, I help first-time investors understand stock market basics so they can build wealth without feeling intimidated."
- "After burning out from 80-hour workweeks, I now help tech executives create balanced productivity systems so they can achieve their goals without sacrificing their health."

Create your enhanced version, but remember—if adding personality makes your message less clear, prioritize clarity first.

Test and Validate Your Message

A message that sounds good to you might not resonate with your intended audience. This step ensures your statement actually works in the real world.

The Coffee Shop Test

Imagine someone asks what you do while you're waiting for coffee. Could you deliver your magnetic message before they get their latte? Practice saying your statement out loud to ensure it flows naturally in conversation.

Five-Person Repeat Test

Ask five people (preferably those similar to your target audience) to listen to your message once and then repeat it back to you. Note where they struggle or change words—these are areas that need clarification.

A/B Testing Methods

Test two slightly different versions of your message to see which performs better:

1. **Social Media Bio Test:** Use version A on one platform and version B on another for two weeks. Track which generates more profile visits or messages.

2. **Email Signature Test:** Alternate between versions in your email signature and monitor which receives more replies or comments.
3. **Conversation Test:** Use different versions in networking situations and note which generates more follow-up questions or expressions of interest.

Message Validation Scorecard

After testing, score each version of your message on these factors (1-5 scale):

Factor	Version A	Version B
Memorability (did people remember it?)		
Clarity (did people understand it?)		
Relevance (did it resonate with the target audience?)		
Interest Generation (did it prompt further questions?)		
Authenticity (did it feel natural when you said it?)		

Choose the version with the highest total score as your refined magnetic message.

Activate Your Message Across Platforms

A brilliant message that stays in your notes helps no one. This step ensures your magnetic message becomes the foundation of your content presence.

Platform Integration Checklist

Update your message across all your content channels:

- Social media bios (all platforms)
- Website homepage and about section
- Email signature
- Podcast/video introductions
- Speaker/media kit
- Course/product descriptions
- Business cards and print materials
- Community introductions

Consistent Introduction Template

Create a standard introduction paragraph that opens with your magnetic message and expands slightly on each component:

"I help [X] achieve [Y] so they can [Z]. Many [audience members] struggle with [common pain point], which leads to [negative consequence]. Through my [content/service/product], I provide [specific solution approach] that results in [expanded benefits]."

Example:

"I help busy professionals master 20-minute workouts so they can feel energized without sacrificing family time. Many career-focused individuals struggle with finding time for exercise, which leads to low energy and guilt about neglecting their health. Through my targeted video routines, I provide efficient, science-backed exercises that result in improved fitness, better focus at work, and more quality time with loved ones."

Use this expanded version for longer platform descriptions while keeping the one-sentence version for quick introductions.

Content Theme Alignment

Your magnetic message contains three key components (audience, tangible result, emotional transformation) that can serve as content themes:

1. Create content that addresses specific audience challenges (the X)
2. Create content that demonstrates how to achieve the tangible result (the Y)
3. Create content that showcases the emotional transformation (the Z)

For example, if your message is "I help working parents create nutritious 5-ingredient meals so they can break free from takeout guilt":

- X-focused content: "5 Biggest Dinner Challenges Working Parents Face"
- Y-focused content: "How to Turn Any Protein and Veggie into a 15-Minute Meal"
- Z-focused content: "From Drive-Thru Shame to Dinner Table Pride: One Family's Story"

Create a content plan with at least two ideas for each component.

Review and Evolve Your Message

Your magnetic message isn't set in stone. As you grow and learn more about your audience, your message may need refinement.

Message Review Triggers

Schedule regular reviews of your message, especially after these events:

- Launching a new content series
- Noticing a shift in audience demographics
- Receiving consistent feedback about clarity
- Expanding your offerings or expertise
- Seeing engagement metrics plateau

Your EVP core typically remains consistent, but how you express it can evolve as you learn more about what resonates.

Message Evolution Framework

When updating your message, use this framework to ensure intentional evolution:

1. What elements of the current message still resonate strongly?
2. What has changed about my audience's needs or language?
3. Have I gained clarity about the results I help create?
4. Is there a deeper emotional transformation I now understand?

5. Has my unique approach (EVP) become more defined?

Document your answers before attempting to rewrite your message.

Gradual Refinement Approach

Rather than completely changing your message (which can confuse your audience), consider these refinement approaches:

- **Audience Refinement:** Making your X description more specific
- **Result Clarification:** Using more precise language for your Y
- **Transformation Deepening:** Articulating a more meaningful Z
- **Language Polishing:** Improving word choice without changing core meaning

Example of gradual refinement:

- Original: "I help small business owners manage their social media so they can focus on running their business."
- Refined: "I help service-based entrepreneurs create engagement-driven social content so they can attract clients while reclaiming 5+ hours weekly."

The core promise remains consistent while the language becomes more specific and compelling.

Common Challenges and Solutions

Challenge 1: "My work spans multiple areas—I can't narrow it down to one message."

Solution: Create a core message that captures your overarching value, then develop sub-messages for specific audience segments or offerings. Your primary message should reflect your broadest value proposition, while sub-messages can be more targeted.

Challenge 2: "My message sounds generic—it could describe many people in my field."

Solution: Return to your EVP Triangle and identify what makes your approach truly unique. Add specific methodologies, perspectives, or outcomes that only you offer. Focus on how you deliver results differently, not just what results you deliver.

Challenge 3: "When I make my audience specific, I worry about excluding potential clients."

Solution: Remember that clarity attracts, vagueness repels. Being specific about who you serve actually makes those people more likely to choose you, while still allowing others to self-select in if they identify with the challenges you address. You can always expand your audience focus later.

Challenge 4: "My message sounds awkward when I say it out loud."

Solution: Your message doesn't need to be recited verbatim in every situation. Create conversational variations that maintain the core components but feel natural in different contexts. The formula ensures consistency of meaning, not rigid phrasing.

Challenge 5: "I'm not seeing immediate results after implementing my message."

Solution: Message recognition takes time and repetition. Commit to consistently using your message for at least 90 days before evaluating its effectiveness. Look for qualitative feedback (comments like "that's exactly what I need") alongside quantitative metrics.

By anticipating and addressing these common challenges, you'll maintain momentum in your message implementation and avoid the pitfalls that cause many content creators to abandon their messaging strategy prematurely.

Your magnetic message is the foundation upon which your content hero journey is built. With this powerful tool in place, you're ready to attract the right audience, create focused content, and build the influence you deserve.

The Magnetic Message Worksheet

Use this worksheet to document your message development process:

Part 1: EVP Triangle Insights

- My key areas of expertise: _____
- My core values and principles: _____
- My distinctive personality traits: _____
- EVP Intersection Statement: _____

Part 2: Audience Definition

- Broad topic area: _____
- Demographic filter: _____
- Situation filter: _____
- Motivation filter: _____
- Barrier filter: _____
- Final SOA Description: _____

Part 3: Message Formula Components

- X (Specific Audience): _____
- Y (Tangible Result): _____
- Z (Emotional Transformation): _____

Part 4: Draft Messages

- First Draft: _____
- Clarity-Enhanced Version: _____
- Personality-Enhanced Version: _____

Part 5: Testing Results

- 5-Person Repeat Test Notes: _____
- A/B Test Performance: _____
- Final Refined Message: _____

Part 6: Implementation Plan

- Platforms updated: _____
- Content themes identified: _____
- Next review date: _____

Complete this worksheet to document your magnetic message development journey and create a reference you can use for future refinements.

Action Plan

- **Within 24 hours:** Complete the EVP Triangle exercise and write your first draft message
- **Within 48 hours:** Test your message with at least two people and refine based on feedback
- **Within one week:** Update all your social media bios with your magnetic message
- **Within two weeks:** Create a content plan with ideas that support each component of your message
- **Within 30 days:** Review early engagement data and make minor refinements if necessary
- **Within 90 days:** Conduct a full message review based on audience feedback and content performance

Final Words

CONCLUSION

Your magnetic message is more than just a clever introduction, it's the foundation of your entire content strategy. When crafted correctly, this single sentence serves as your content compass, guiding every decision from topic selection to platform choice.

The **"I help X achieve Y so they can Z"** formula ensures your message focuses on what matters most: the specific audience you serve, the tangible results you deliver, and the meaningful transformation they experience. This clarity attracts exactly the people who need what you offer while making your content creation process more focused and efficient.

Remember that the most powerful messages aren't about you, they're about what your audience gains from your expertise. By placing their needs and desired outcomes at the center of your message, you create an instant connection that turns casual viewers into loyal followers.

As you implement your magnetic message across platforms, you'll find that content decisions become easier, audience growth

becomes more predictable, and your unique value becomes instantly recognizable. This is the true power of a well-crafted magnetic message—it transforms scattered content efforts into a coherent, compelling content presence.