

THE MAGNETIC MESSAGING FRAMEWORK



HOW TO MAKE YOUR PERSONAL BRAND
IRRESISTIBLE BY UNCOVERING THE MOST UNIQUE
AND COMPELLING PARTS OF YOUR MESSAGE

Jason Van Orden

Make Your Brand Irresistible

In order to grow your impact and income, you have to communicate your message in a clear and compelling way that cuts through the noise to grab the attention of your intended audience.

You need to create a brand that is so irresistible, that they can't help but pay attention, share your message, and do business with you.

Perhaps you've struggled at times to convey the importance of your work.

Perhaps you've had moments where it felt like your message fell flat and failed to resonate with the people you want to reach.

Maybe you've found it difficult to gain the kind of critical mass that turns your message into a movement. If so, then this guide is for you.

You are about to discover a five-part framework for clarifying what is most unique and powerful about your message so that you can communicate it in a clear and compelling way.

I call this framework the *Magnet Messaging Framework*.

The Secret Behind Today's Fastest Growing Brands

To create the *Magnetic Messaging Framework*, I drew from my 15+ years of experience helping others launch successful personal brands. I also studied today's fastest-growing brands to see what we can learn and apply from them.

One thing that was abundantly clear from my research is that when you put a compelling purpose at the core of your brand and communicate it to your market in the right way, it has a significant impact on the growth potential of your business.

Here are a few interesting numbers to give you an idea of the benefits of putting a communicating your purpose to the marketplace in the right way.

[A study from global PR firm, Porter Novelli](#), found that...

- 79% of consumers say they would be more loyal to a purpose-driven company
- 78% would tell others to buy products from that company

[A study released by the Chartered Management Institute](#) that states:

“The bottom line result is that purpose-driven, people-centric, values-driven companies outperform.”

A quote from [a report released by Harvard Business Review and the Beacon Institute](#) says:

“Businesses that prioritize purpose are more than twice as likely...to succeed with innovation and transformation efforts.”

In other words, as a purpose-driven brand, you will build deeper bonds with your existing customers, grow your revenue faster, and make a bigger impact.

But to reap these benefits, you have to communicate your purpose-driven message in the right way. That’s what The Magnetic Messaging framework will help you do.

The 5 Elements of the Magnetic Messaging Framework

Based on my experience and research, I’ve found five elements that are crucial to include in your messaging and branding in order to reap the benefits of purpose-driven branding.

1. Your core **beliefs**

© Jason Van Orden. All Rights Reserved.

www.JasonVanOrden.com

2. An aspirational **vision** of the future
3. **Value** for your customers
4. A **contribution** to society that goes beyond your individual customers
5. The **reason why** you do what you do

These five elements make up the *Magnetic Messaging Framework*. Each one is powerful for gaining attention, earning trust, and garnering the loyalty of your audience and customers.

How to Use This Guide

This guide contains questions for each of the five elements to help you get clear about each one for your own brand and business. I've also included example answers to the questions based on my own business to illustrate how to use the framework.

To get the most from this guide, set aside some time to capture answers to each of the questions included below. I encourage you to spend at least a few minutes writing about each of the five elements.

1) Beliefs

People will be drawn to your work when they resonate with what you believe in. You must let them know what you believe and craft a brand and business strategy that are consistent with those beliefs.

When your intended audience resonates with your beliefs, it creates a powerful bond with them. It builds trust because people lend their trust to those with whom they have a shared sense of meaning and common motivations.

Questions

1. What beliefs motivate your work?
2. What beliefs are important to you that others in your industry might not agree with?

3. What would you like your intended audience to believe about themselves after hearing your message and working with you?
4. What would you like your audience to believe about how the world works?

Examples from My Business

I believe that...

1. The world needs to have access to more unique perspectives, stories, and ideas in order to solve the myriad of problems we face.
2. We can't rely on big organizations and big media alone to generate or share the ideas the world needs. The best ideas will emerge by helping more leaders to reach those they are uniquely positioned to serve.
3. The rapidly growing body of knowledge that humanity is creating (doubling every year) is only useful if we have more leaders to curate that knowledge, create novel ideas from it, and help us apply it in new, practical ways.
4. I want my audience to believe that their voice is needed and that there are people in the world who need to specifically hear their story, message, and perspective.

Vision

A study by Jack Zenger and Joseph Folkman asked over 300,000 leaders about the most important skills needed for successful leadership. The number one ranked skill was the ability to inspire and motivate people. In order to do that, you need to paint a vivid picture of a compelling vision of the future, one that you want to create with and for those you serve.

Questions

1. What change do you want your work to create in the world?
2. What is the future you imagine for the world?
3. How do you want to transform the lives of those who work with you?

Examples from My Business

1. I envision a future where a greater diversity of leaders and ideas are heard.
2. I want my intended audience to realize a future where they have the resources and tools needed to share their unique genius in a way that is congruent with their goals, mission, and strengths.
3. I want to create an approach for my audience to share their ideas with the world in a way that is not weighed down and compromised by the formulaic approaches to sales and marketing that are predominant on the Internet.

Value

What we have here is marketing 101. What's in it for the customer? Most businesses have a good answer for this because otherwise, they wouldn't make money.

Questions

1. In what way will your customers benefit from what you offer? What's in it for them?
2. Why is your work and vision of the future important to your audience and customer?

Examples From My Business

1. Those I serve will be empowered to...
 - reach more people
 - attract greater opportunities, resources, and income
 - enjoy more freedom
 - have greater control over the future of their work
 - and generate a bigger impact
2. This is important to them because they are driven to create a meaningful body of work that generates a lasting impact while allowing them to get paid well to do the work they do best.

Contribution

The Porter Novelli report I mentioned above also found that 78% of consumers believe companies must do more than just make money; they must positively impact society as well.

This is what infuses your message and mission with something that transcends monetary gain. It takes your business beyond simple transactions with consumers and turns it into something that others want to be a part of. This turns your message into a movement.

Questions

1. Why is your work important to society, your industry, or your community?
2. How does the work you do create value that goes beyond the direct benefits to your customers?

Examples from My Business

1. My work will help to amplify a greater diversity of ideas. This will lead to more solutions to a wider variety of problems in the world.

Your Reason Why

The research on purpose-driven brands clearly shows that consumers want to do business with brands that have a reason for being that goes beyond making money. Your messaging needs to communicate this “reason why” to your intended customers.

Questions

- Why is your work important to you besides the financial gain and opportunities it brings you?

Examples

- I'm an intensely curious person who enjoys discovering new ideas and perspectives.
- Amplifying the unique genius of others is a way to compound my own impact in the world which is meaningful to me.

Putting the Magnetic Messaging Framework into Action

Now you have a list of elements to include in your messaging in order to gain the attention, trust, and loyalty of your intended audience and customers.

It's important to frequently communicate these things to the marketplace and create a brand that is congruent with them. Here are some ways you can do this.

Nurture Email Sequence

One of your best opportunities to generate trust and loyalty with your audience is in the email sequence you automatically send them when they sign up for your email list.

Weave the five elements you outlined above throughout your email sequence to deepen the level of the relationship you create with them at this early stage in their customer journey.

About Page

Your about page should speak to all five elements of the Magnetic Messaging Framework. This is an ideal place to let your site visitors know what drives the essence of the work you do.

Your Content

Look for opportunities in your content to mention any of the five elements of the Magnetic Messaging Framework.

You can also create a piece of content for each of the following things.

1. Your vision of the future and how your audience can be a part of bringing that about
2. Each of the beliefs that motivate your work
3. The contribution you want to make with your work and how your audience can be a part of that
4. Each of the big benefits (i.e. the value) that your work will provide them

Work With Me to Grow Your Reach Impact and Influence

I work with established and new thought leaders to help them grow their brand and business. I specialize in the following areas of focus.

- Crafting your brand as a recognized authority
- Growing your audience and visibility through content strategy
- Creating new streams of income that aren't dependent on your time and energy so that you can scale
- Designing the right business model
- Establishing and growing your online platform

I have a limited number of half-day strategy sessions and three-month consulting engagements.

The purpose of these engagements is to identify the right growth strategy for you and create a specific action plan so you know exactly where to focus for the next 6-12 months to maximize your growth and results.

It's important to me that we find the strategy and approach that align with your specific goals, strengths, values, and mission. I won't apply cookie-cutter formulas to your business. Instead, we'll use frameworks and proven principles to design a plan that feels authentic and aligned with you.

[Book a free call here](#) if you'd like to explore how you can work with me.