

MANSFIELD CHAMBER

GROWTH GUIDES

Marketing Your Message

A step-by-step workbook to clarify your message, define your customer, name the problem, and create copy that moves people to action.



MARKETING & VISIBILITY

The Mansfield Area Chamber of Commerce

Marketing Your Message

A Practical Messaging Guide for Mansfield Area Businesses

Most businesses do not have a marketing problem.

They have a message problem.

They are posting.

They are networking.

They are sponsoring.

They are emailing.

They are handing out cards.

They are showing up at events.

But when someone asks, “So, what do you do?” the answer gets fuzzy.

And fuzzy does not sell.

In today’s market, people are busy, distracted, skeptical, and moving fast. They are seeing thousands of messages every day. They do not have time to decode what you meant.

Your message has to land quickly.

It has to tell people three things:

I understand your problem.

I can help you solve it.

Here is the next step.

That is it.

Marketing is not about sounding clever.

It is about being clear.

And in a growing community like Mansfield, clarity matters more than ever. Mansfield’s 2025 City Council priorities include encouraging local entrepreneurship, recruiting STEM-related career fields, and creating unique Mansfield experiences through destination retail, restaurants, and entertainment. That means more opportunity, more growth, and more competition for attention.

If you want people to choose your business, they first have to understand why you matter.

Your Customer Is the Hero

This is where a lot of businesses get it backward.

They make themselves the hero.

They talk about how long they have been in business, how many awards they have won, how many services they offer, and how passionate they are about what they do.

That information can matter.

But it should not come first.

Your customer is not looking for another company to admire.

They are looking for someone who can help them move from where they are to where they want to be.

That means your business is not the hero.

Your customer is.

You are the guide.

Think about it like this: if your customer is climbing a mountain, they do not need you standing at the bottom talking about your hiking boots. They need you to point to the trail, hand them the map, and say, "I know the way. Let's go."

That is what a strong marketing message does.

It positions your customer as the hero and your business as the trusted guide.

Step One: Know Your Target Audience

The original guide starts with the target audience: demographics, what customers want, how they feel before your product or service, and how they are transformed after using it. That is still the right place to begin.

You cannot write a strong message for "everybody."

Everybody is too big.

Everybody is too vague.

Everybody does not buy.

Real people buy.

A parent looking for tutoring.

A contractor trying to get more leads.

A restaurant owner trying to fill weekday lunch traffic.

A family searching for a dentist.

A business owner needing payroll help.

A homebuyer looking for a trusted local lender.

A retiree looking for a financial advisor.

A company trying to hire reliable people.

Each one has a different problem, a different fear, and a different reason to act.

The more clearly you understand your audience, the easier it becomes to speak directly to them.

Target Audience Worksheet

Answer these questions:

Who is your ideal customer?

Be specific. Not “people in Mansfield.” Which people?

Where are they located?

Mansfield, South Arlington, Midlothian, Grand Prairie, Burleson, Fort Worth, Johnson County, Tarrant County?

What stage of life or business are they in?

New homeowner, growing family, startup founder, established business owner, retiree, busy parent, corporate leader?

What do they want as it relates to your product or service?

Do they want more time, more confidence, less stress, better results, better health, more revenue, less risk, a nicer home, a stronger team?

How do they feel before working with you?

Overwhelmed, frustrated, confused, ignored, nervous, behind, stuck, uncertain, embarrassed, stretched thin?

How should they feel after working with you?

Confident, relieved, prepared, proud, protected, organized, energized, supported, in control?

Example

A local CPA may think the customer wants “tax preparation.”

But that is not the full story.

The customer really wants to stop worrying that they are missing something, overpaying, or getting in trouble later.

So the message should not be:

“We provide tax services.”

It should be closer to:

“We help Mansfield business owners get their books and taxes under control so they can stop worrying about the numbers and get back to running the business.”

That is clearer.

And clear is useful.

Step Two: Name the Problem

People do not buy because you have a product.

They buy because they have a problem.

The problem is the hook.

The original guide asks: What common problem does your customer deal with? How does it make them feel? Why is it wrong for them to be burdened with this problem?

Those are strong questions because they force you to move beyond features.

A feature says what you offer.

A problem says why it matters.

A roofing company does not just fix shingles.

It helps homeowners stop worrying about leaks, storm damage, insurance confusion, and expensive repairs later.

A staffing company does not just fill positions.

It helps employers stop losing time, revenue, and patience trying to find people who will actually show up.

A gym does not just offer workouts.

It helps people rebuild confidence, energy, discipline, and health.

A Chamber does not just host events.

It helps businesses become visible, connected, informed, and trusted in the community.

The Three Levels of a Problem

Most businesses only talk about the outside problem.

But customers feel more than that.

1. The External Problem

This is the obvious issue.

“My roof is leaking.”

“I need more customers.”

“My website is outdated.”

“I need insurance.”

“I cannot find employees.”

2. The Internal Problem

This is how it makes the customer feel.

“I am stressed.”

“I am overwhelmed.”

“I feel behind.”

“I do not know who to trust.”

“I am tired of wasting time.”

3. The Philosophical Problem

This is why it should not be this way.

“Business owners should not have to guess their way through marketing.”

“Families should not have to worry whether their home is protected.”

“Customers should not feel ignored after they spend their money.”

“Local businesses should not have to grow alone.”

That third level gives your message some weight.

It says, “We believe something better is possible.”

Problem Statement Formula

Use this:

Our customers are dealing with:

[external problem]

Which makes them feel:

[internal feeling]

And we believe they should not have to:

[philosophical statement]

Example

Our customers are dealing with inconsistent leads and unclear marketing.

Which makes them feel frustrated, invisible, and unsure what to do next.

And we believe local business owners should not have to waste money on marketing that does not move people to action.

That is a message people can feel.

Step Three: Offer a Simple Solution

Once you name the problem, your customer needs a path.

Do not make it complicated.

Confused people do not buy.

The original guide asks businesses to identify three steps customers can take that lead to a sale, then define a direct call to action, a transitional call to action, the positive result, and the negative outcome if they do not act.

That structure still works because people like a plan.

A plan lowers anxiety.

A plan makes the next step feel manageable.

A plan turns “I should do something” into “I know what to do.”

Your Three-Step Plan

Every business should be able to explain the customer journey in three simple steps.

Not twelve.

Three.

Example for a Service Business

Step 1: Schedule a consultation.

We listen, ask questions, and understand what you need.

Step 2: Get a clear plan.

We explain your options, timeline, and cost.

Step 3: Move forward with confidence.

You get the help you need without guessing what comes next.

Example for a Retail Business

Step 1: Visit the store or shop online.

Browse products selected for local customers.

Step 2: Get help choosing the right option.

Our team helps you find what fits your needs.

Step 3: Enjoy your purchase.

Leave with something you feel good about buying.

Example for the Chamber

Step 1: Join the Chamber.

Create your member profile and get connected.

Step 2: Show up and participate.

Attend events, meet members, and use your benefits.

Step 3: Build visibility and relationships.

Become known, trusted, and connected in the Mansfield business community.

Simple does not mean shallow.

Simple means usable.

Calls to Action: Tell People What to Do Next

One of the biggest mistakes businesses make is assuming people know the next step.

They do not.

You have to tell them.

A call to action is not pushy. It is helpful.

If someone is interested, a clear call to action removes friction.

Direct Call to Action

This is for people who are ready now.

Examples:

Schedule a consultation.

Book an appointment.

Call today.

Request a quote.

Visit our showroom.

Join the Chamber.

Register for the workshop.

Start your membership.

Order online.

Reserve your table.

Your direct call to action should be clear, visible, and repeated.

Not buried at the bottom of the page.

Transitional Call to Action

This is for people who are not ready yet.

They may be interested, but they need more information, more trust, or more time.

Examples:

Download the checklist.

Watch the video.

Read the guide.

Take the assessment.

Join the email list.

Attend a free workshop.

View the pricing guide.

See customer stories.

Follow us for local updates.

This matters because not everyone buys the first time they hear about you.

A transitional call to action keeps the relationship alive.

Show the Result

Customers are not just buying your product or service.

They are buying the future they believe your product or service will create.

So paint the picture.

What changes after they work with you?

Do they save time?

Feel more confident?

Get more customers?

Avoid costly mistakes?

Have a cleaner home?

Build a stronger team?

Become more visible?

Feel healthier?

Look more professional?

Make better decisions?

Do not just describe the transaction.

Describe the transformation.

Before and After Messaging

Before:

Overwhelmed by scattered marketing.

After:

Clear message, stronger visibility, better leads.

Before:

Worried about taxes and bookkeeping.

After:

Clean numbers and a plan for the year.

Before:

Unknown in the local business community.

After:

Connected, visible, and trusted.

Before:

Website visitors leave without taking action.

After:

Clear calls to action turn interest into conversations.

Marketing works when people can see the bridge from their current frustration to a better outcome.

Name the Cost of Doing Nothing

This does not mean scare people.

It means be honest.

Inaction has a cost.

If a business keeps ignoring its message, it may keep wasting money on marketing that does not work.

If a homeowner ignores a repair, the damage may get worse.

If an employer ignores team culture, turnover may increase.

If a local business owner never shows up in the community, they may stay invisible.

The original guide asks businesses to list the negative outcome if customers do not use them.

That is important because customers need to understand what is at stake.

Use This Formula

Without the right help, you may continue to:

Waste time.

Miss opportunities.

Lose customers.

Feel overwhelmed.

Make avoidable mistakes.

Stay invisible.

Spend money without seeing results.

Keep guessing.

Then contrast it with the better outcome:

But with the right plan, you can:

Get clear.

Take action.

Build trust.

Make better decisions.

Gain confidence.

Attract better customers.

Grow with less guesswork.

Step Four: Write Your Message Like People Talk

Pages 5 and 6 of the original guide provide a fill-in-the-blank message framework designed to help businesses write a simple story. It starts with what the customer wants, names the problem, explains why it is wrong, gives the plan, offers a transitional step, and points toward success.

That is the heart of strong marketing.

But here is the key:

Write it like people talk.

Do not sound like a committee wrote it.

Do not stack buzzwords.

Do not say “premier solutions provider” unless your customer actually says that at the dinner table.

They do not.

Use plain language.

Say what you mean.

Make it easy to repeat.

The Mansfield Message Framework

Use this as a working tool:

At **[business name]**, we know you want to **[desired result]**.

In order to do that, you need **[solution]**.

The problem is **[customer problem]**, which can make you feel **[emotion]**.

We believe **[why this problem is wrong]**.

That is why we **[what your business does]**.

Here is how it works:

First, **[step one]**.

Then, **[step two]**.

Finally, **[step three]**.

So while you are deciding, **[transitional call to action]**.

That way, you can stop **[negative experience]** and start **[positive success]**.

Example: Local Marketing Consultant

At Clear Path Marketing, we know you want to attract better customers without wasting money on random marketing.

In order to do that, you need a clear message and a simple plan.

The problem is most business owners are trying to market everywhere without knowing what to say, which can make you feel frustrated, invisible, and unsure what is working.

We believe local businesses should not have to guess their way through growth.

That is why we help Mansfield-area businesses clarify their message, improve their visibility, and turn interest into action.

Here is how it works:

First, we audit your current message.

Then, we build a simple marketing plan.

Finally, we help you put it into action.

So while you are deciding, download our free Marketing Message Checklist.

That way, you can stop wasting time on marketing that feels scattered and start communicating in a way that helps customers choose you.

Example: Mansfield Area Chamber Member Message

At the Mansfield Area Chamber of Commerce, we know you want your business to be visible, connected, and growing.

In order to do that, you need more than a listing. You need relationships, resources, and a place to plug into the local business community.

The problem is many business owners are trying to grow alone, which can make them feel isolated, overwhelmed, and unsure where to invest their time.

We believe Mansfield businesses should not have to build success in a vacuum.

That is why we help local businesses connect, learn, promote, and participate in the growth of our community.

Here is how it works:

First, join the Chamber.

Then, show up and use your member benefits.

Finally, build relationships that create visibility, trust, and opportunity.

So while you are deciding, attend an upcoming event or workshop.

That way, you can stop trying to grow alone and start becoming known in the Mansfield business community.

Example: Restaurant

At Main Street Grill, we know you want a place where your family, friends, or team can enjoy a great meal without the hassle.

In order to do that, you need fresh food, friendly service, and a place that feels welcoming.

The problem is too many dining experiences feel rushed, overpriced, or forgettable, which can make going out feel like more trouble than it is worth.

We believe sharing a meal should feel easy, enjoyable, and worth repeating.

That is why we serve fresh, locally loved food in a welcoming Mansfield atmosphere.

Here is how it works:

First, view our menu online.

Then, reserve your table or stop by.

Finally, enjoy a meal that brings people together.

So while you are deciding, follow us for weekly specials and local updates.

That way, you can stop settling for another forgettable meal and start enjoying a place that feels like part of the community.

Example: Home Services Company

At Trusted Home Repair, we know you want your home taken care of without chasing contractors or wondering if the job was done right.

In order to do that, you need reliable service, clear communication, and quality work.

The problem is home repairs can feel stressful and uncertain, which can make you feel frustrated, nervous, and tired of waiting for answers.

We believe homeowners should not have to beg for professionalism.

That is why we provide dependable home repair services with clear pricing, honest timelines, and respectful communication.

Here is how it works:

First, request an appointment.

Then, get a clear estimate.

Finally, approve the work and relax knowing your home is in good hands.

So while you are deciding, download our Home Maintenance Checklist.

That way, you can stop worrying about what might go wrong and start feeling confident your home is protected.

Make Your Message Work Everywhere

Once you write your message, do not leave it sitting in a document.

Use it.

Your message should show up everywhere your customer meets your business.

Use It On Your Website

Your homepage headline should clearly say what you do and who you help.

Do not open with vague statements like:

“Solutions for tomorrow.”

“Excellence through innovation.”

“Your trusted partner.”

Those phrases may sound nice, but they do not say anything.

Try:

“We help Mansfield homeowners protect their roof before small leaks become expensive repairs.”

“We help local businesses get clean books, clear numbers, and better financial decisions.”

“We help busy families find reliable dental care close to home.”

Use It In Your Chamber Profile

Your Chamber profile should not read like a business license.

Use keywords people search for, but write for people first.

Google’s guidance emphasizes creating helpful, reliable content for people, not content made only to manipulate rankings.

So instead of:

“Full-service provider of comprehensive business solutions.”

Say:

“We help small businesses in Mansfield with payroll, bookkeeping, and tax planning so owners can save time, stay organized, and make better decisions.”

Use It On Social Media

Social media should reinforce your core message again and again.

Pew Research Center’s 2025 social media data shows YouTube and Facebook remain widely used by U.S. adults, while Instagram and TikTok continue to play major roles, especially with younger audiences.

That does not mean you need to chase every platform.

It means your message needs to be clear enough to travel.

A good message can become:

A post.

A reel.

A short video.

An email.

A flyer.

A networking introduction.

A workshop topic.

A sales script.

A customer follow-up.

A Chamber directory description.

Clarity compounds when you repeat it.

The One-Liner: Your Most Useful Marketing Tool

Every business needs a one-liner.

This is the sentence you use when someone asks, “What do you do?”

It should be short, clear, and customer-focused.

One-Liner Formula

We help **[audience]** solve **[problem]** so they can **[result]**.

Examples

We help Mansfield small businesses clean up their bookkeeping so they can make better decisions and stop stressing over the numbers.

We help local families protect their homes with reliable roofing repairs before small leaks become major damage.

We help business owners clarify their message so more customers understand why they should choose them.

We help Mansfield-area professionals build relationships that lead to visibility, trust, and opportunity.

We help busy parents find convenient, compassionate dental care close to home.

Say it out loud.

If it sounds awkward, rewrite it.

Your one-liner should sound like something a human would actually say.

The Message Audit

Use this checklist to see whether your current marketing message is working.

Website

Can a visitor understand what you do in five seconds?

Is your ideal customer clearly named?

Is the problem clearly stated?

Is the result clearly described?

Is there a direct call to action?

Is there a transitional call to action?

Does your site sound like a person or a brochure?

Social Media

Do your posts answer real customer questions?

Do they show proof?

Do they invite action?

Do they sound consistent?

Can someone understand what you do by looking at your profile?

Chamber Profile

Is your description clear?

Are your services listed?

Is your website linked?

Are your phone number and address correct?

Does your profile explain why someone should choose you?

Google says local results are based mainly on relevance, distance, and prominence, which means accurate, complete information helps customers and search engines understand your business.

Networking

Can your team explain the business clearly?

Do you have a simple one-liner?

Do you know what kind of referrals you want?

Do you have a clear next step after meeting someone?

Do you follow up?

Your 30-Minute Messaging Exercise

Set a timer for 30 minutes.

Do not overthink it.

Minute 1–5: Define the Customer

Who do you help?

Minute 6–10: Name the Problem

What are they struggling with?

Minute 11–15: Name the Feeling

How does that problem make them feel?

Minute 16–20: Define the Result

What does success look like after working with you?

Minute 21–25: Write the One-Liner

We help [audience] solve [problem] so they can [result].

Minute 26–30: Write the Call to Action

What should they do next?

Call.

Book.

Visit.

Join.

Register.

Download.

Request.

Schedule.

Do not leave people at a dead end.

Final Word

Your message is not decoration.

It is direction.

It tells customers where they are, where they could be, and how you help them get there.

In a growing market like Mansfield, the businesses that win attention will not always be the loudest.

They will be the clearest.

Clear beats clever.

Simple beats scattered.

Helpful beats hype.

Action beats activity.

So before you spend more money on marketing, tighten the message.

Say who you help.

Name the problem.

Offer a simple plan.

Tell people what to do next.

Show them what success looks like.

Because when people understand how you can help, they are much more likely to take the next step.