COME ON THEN...

IMPRESS ME

Differentiating your product

MESSAGING
1. PICK A PRODUCT OR SERVICE
2. WHO IS YOUR AUDIENCE?
AUDIENCE INSIGHT

WHO?
Who is your priority audience?
What are their needs, interests, feelings?

WHAT?
What do you want them to do,
think, feel, understand etc?

HOW?
What are you going to say to
make them feel that way?
Newly qualified primary teachers who are nervous about class discipline.

Interests and needs, NOT demographics.

To feel confident that they can manage a class from day 1.

Real human language and emotion.

We give them the tools and practice they need to manage all types of student.

Jargon-free and supportive.

Now pick your priority audience and write your own statement.
3. GETTING YOUR MESSAGE RIGHT
PRODUCT OR SERVICE

WHO: are your audience?
WHAT: do you want them to feel/do/think?
HOW: will you communicate that?

CONVINCE
Inspire
Excite
Impress
Be expert

EMPATHISE
Understand
Support
Be humble
Flatter

SHOW VALUE
Impress
Demonstrate
Inform
Give access

SOLVE PROBLEMS
Show understanding
Show solutions
Show the future
Demonstrate benefits

BE RELEVANT
Work properly
Be contemporary
Excite
Be shareable
ACME CLASS MANAGEMENT

WHO: Newly qualified primary teachers who are nervous about class discipline

WHAT: To feel confident that they can manage a class from day 1.

HOW: We give them the tools and practice they need to manage all types of student.

1. WHAT IS OUR RIGHT TO SPEAK?
2. DO WE CARE AS MUCH AS OUR CUSTOMERS?
3. IS WIKIPEDIA GOOD ENOUGH?
4. TECH FIRST, OR MIND FIRST?
5. WOULD I BUY THIS MYSELF?

We have over 30 years of tried and tested class management expertise.
We work closely with thousands of NQTs to develop special products.
We know you’re busy so everything we do takes less than 5 minutes to learn.
It’s OK to feel nervous – and we can help you channel that energy.

Our products are the only ones endorsed by mental health professionals.
Our tools are developed with children and mental health at our heart.

A small spend now gives you lifetime access to the most up-to-date techniques.
We’re ready to use whenever you need us, in any format.

Our tools are created in conjunction with teenagers to grab their attention.
We’ll help you impress your head!

Now create your own messages – as many as you can.