



## The LucidMethod™

### Best Learnings in Message Development

Beale Communication Planning offers a two-hour work session that turns indecisive and stuffy language into messages that get people talking. By using our research-based message development model, you learn how to resonate with customers and focus on the distinctive attributes that set your organization apart from the rest of the crowd.

#### WHY YOU NEED IT NOW:

- Launch new product or service with differentiated sales messages
- Refresh brand messages in collateral, on the web
- Attract new customers with messages tailored to their needs
- Get everyone in your organization on the same page with a consistent message strategy for employees, customers and business partners

#### HANDS-ON LEARNING

Participants work with the following tools:

- A primer of best-practices research on message development
- LucidMethod™ message framework -- a strategy template to capture audience insights, brand positioning and evidence of your best work in action
- A scorecard to measure message effectiveness in current projects

#### WHO SHOULD ATTEND:

Marketing directors, business development executives, brand planners, product managers, creative directors, PR advisers

#### BENEFITS:

- Accelerate marketing and sales programs with a three-step model to produce clear, consistent and compelling messages for any project



- Focus on the three things that truly matter most to your audience
- Leverage your brand to differentiate your products or services
- Use the right evidence to make your communications credible
- Customize messages for any communication opportunity
- Bridge the gap between strategy and execution

#### COST:

A two-hour work session with up to three people is \$550; \$200 for each additional person.

#### REGISTRATION:

Learn more about a web conference or on-site session for your team by contacting us on the website: [www.BealeCommunicationPlanning.com](http://www.BealeCommunicationPlanning.com)



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#### ABOUT THE PROGRAM:

The LucidMethod™ message workshop is based on a training program Therese Beale originally developed for the marketing communications group of a global management and technology consulting firm.

#### ABOUT THE PRESENTER:

A former journalist and public relations agency executive, Therese Beale has more than 20 years of experience in communication consulting.

“Therese Beale provides a great messaging refresher that helps clients focus on the most impactful aspects of their story. She marries proven messaging techniques with her own expertise to develop a concise and effective framework that is easily customizable and highly effective.”

*Samantha Steinwinder*

*Managing Director  
Concept  
Communications*