

# Key Message Building Blocks

Want to craft a clear, compelling message for your company? This sheet will help you do it. Keep a broad perspective as you fill it out. Think 30,000 feet. So be specific, be honest, and never step out of your prospect's shoes.

## 1 Features & Benefits

Your services & why they matter

## 2 Social Proof

Reviews & other proof of your value

## 3 Trust Icons

Logos of companies you partner with

## 4 Unique Selling Proposition

What sets you apart

## 5 Compelling Offer

Something your prospects can't refuse

## 6 Risk Reversals

Guarantees that make signing up easy

## 7 Call to Action (CTA)

Your prospect's next step

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## 1 Features & Benefits

Your services & why they matter

*Revenue management  
that keeps rates competitive*

*Digital marketing  
that attracts the right guests*

*Property care  
that keeps homes walk-in ready*

*Multi-channel bookings  
that gives homes top exposure*

## 2 Social Proof

Reviews & other proof of your value

*"Cozi is attentive, responsive, and  
keeping our returns high. Should've  
partnered with them years ago."  
- Bob & Ellen, owners*

## 3 Trust Icons

Logos of companies you partner with



## 4 Unique Selling Proposition

What sets you apart

*We don't take a commission if  
guests don't leave a 5-star review —  
guaranteed.*

## 5 Compelling Offer

Something your prospects can't refuse

*FREE SmartHome Package if you  
sign-up before end of month*

## 6 Risk Reversals

Guarantees that make signing up easy

*No Start-Up Fees*

*No Long-Term Contracts*

*100% Performance Guarantee*

## 7 Call to Action (CTA)

Your prospect's next step

*Call Matt today at (830) 266-7978  
to learn how much you'll earn!*