Take industry-leader position in people's minds with...

Magnetic Messaging & the Brand Language of a Leader

An industry leader talks like an industry leader

Inspire. Motivate. Be a magnet for users – they'll stay loyal, enthusiastic, and pass the word on.

Your users need to feel *'this is my tribe'*

Your brand language makes a difference here.

Be *the answer* in your niche

Every word on your site and app needs to be driven by your users' needs and concerns, their hopes and dreams.

What's in this document?

Some samples to show you how I will create messaging for your website, your app, and other communications.

I will create a unique brand language and personality for your company. I'll dig deep into the motivations and mental barriers of your target customers. Every word in your messaging will answer to their needs and concerns; their hopes and dreams.

Voice and tone make a big difference

A study by Mark and Pearson showed that market value and profit margin for brands with a strong archetypal identity rose considerably higher and faster than those without.

Clifford Nass, at Stanford University, found that users respond to digital interfaces as if they are human. People unconsciously try to create a coherent picture of a 'person'. When this coherence isn't communicated, trust is eroded.

(Handbook of Human-Computer Interaction)

How we'll get more people signing up for your service – one example:

A sign-up form for an app builder

Here's a typical solution – the thinking behind many sign-up forms is just *'input your name here'* type stuff.

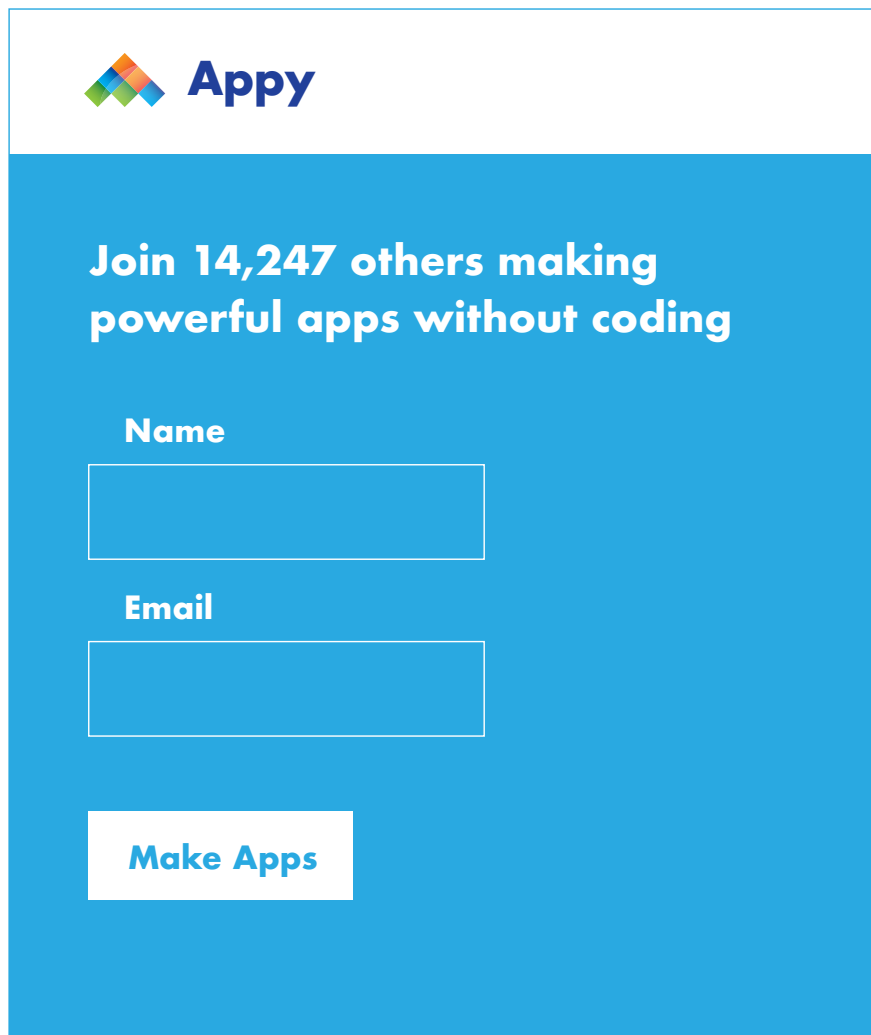simple but **NOT** effective

Appy

Create Account

Name

Email

Sign Up

how do we get more people signing up? ——>

A form to get more sign-ups

This version deals with what people _get_ (the ability to make apps) – not just what they need to _do_ here (give you their details). Often you'll get more signups if you communicate this on the signup button.

+ this version deals with users' concerns. These are non-technical people who want to make apps. They're encouraged thru the sign-up process with social proof (14 thousand others are using the tool), and 'no coding' is reinforced.

Appy

Join 14,247 others making powerful apps without coding

Name

Email

Make Apps

**what's the thinking that gets us to this solution? ——>**

How is the user feeling? This is the question behind every UI word.

We also need to alleviate your users' concerns, and remind them what they'll get out of the action you want them to take.

I'll make every word throughout your site and app do this – so the experience feels right to users.

USER IS FEELING (even after going to sign-up form):

"'*Not technical*' – really?"

"I want *the* recognized solution"

"Sign-up hassle here?"

FORM LANGUAGE:

Join 14,247 others making powerful apps without coding

Name

Email

Make Apps

This version deals with 2 of the 3 user concerns.

This version – to test against the first version – deals with all 3 user concerns:

14,247 people are making powerful apps without coding

Name

Email

Join us in 1 click

- Or join us in 3 clicks.

- Precise number (14,247) feels real.

- 'Sign up' is good in the nav bar. And users need to remain orientated. But is there opportunity to keep 'Join' in the sign-up form? Feels more 'community'.

- Name and email fields: pure practical. The expected legend.

- Ever pop your cursor in then forget what to type? Legend outside the fields can solve that (already is in your form). Above the fields usually works better in tests.

Appy sample. Obviously your site and app will need different solutions.

More snippets for the sign-up form – to test

You'll need to test different solutions in different areas, to increase your response rate. The sign-up form is one area really worth testing. I'll give you different solutions to test.

Forms ⌄
- **App maker joining**
- Immediately after joining
- App author joining
- Immediately after joining
- App processor joining
- Immediately after joining
- Log in
- Password recovery
- Sign up via Social Media
- Newsletter
- Contact us
- Error messages
- Success messages
- Form item
- Form item
- Form item
- Form item
- App copy ›
- Empty states ›
- Newsletter ›
- Emails ›
- Blog ›
- Knowledge Base
- Explainer videos
- Case studies
- Events ›
- Press Releases
- Ads ›
- Social media
- Legal content

Email

Make Apps

14,247 people are making powerful apps without coding

Name

Email

Join us in 1 click

- Or join us in 3 clicks.
- Precise number (14,247) feels real.
- 'Sign up' is good in the nav bar. And users need to remain orientated. But is there opportunity to keep 'Join' in the sign-up form? Feels more 'community'.
- Name and email fields: pure practical. The expected legend.
- Ever pop your cursor in then forget what to type? Legend outside the fields can solve that (already is in your form). Above the fields usually works better in tests.

MIX & MATCH & TEST:

Join 14,247 *not technical* app makers

Make apps in 3 clicks from now

Bring your app ideas to life

Build Powerful Apps Easily

'Easy App Builder' vs 'Build Apps Easily'. Focus on the user. (In some other contexts makes sense to label the app, instead.)

Build Apps Easily – No coding

Build Powerful Apps Easily – Point & Click

Drag and drop – make powerful apps

Make apps 9X to 45X faster than on regular platforms

- 'regular' platforms, not 'other' platforms identifies Appy as *fundamentally* different – so 45X feels more explicable.
- '9X to 45X' feels more believable than 'up to 45X'. For contexts in which the user for sure knows the fundamental difference, 'up to 45X' would be fine.

Make your ideas into apps

Make apps – no coding needed

BUTTON LANGUAGE:

Make apps without coding

Sign up & make apps

Join & make apps

Make Apps

Join 14K App Makers

Get Started

- On the button and/or elsewhere on the sign-up page, alleviate concerns and remind users what they're getting, rather than just saying 'sign up'. Also test a generic button like 'Get Started', and include those messages elsewhere on the page.
- Long buttons work when the message is right.

see the user interface ⬈

Make Apps

- What can you show the user to help them decide, as you invite them to sign up?

no coding needed

Make Apps

- What can you reassure users with, right by the button?
- Conversion buttons: test, test, test

Appy sample. Obviously your site and app will need different solutions.

Immediately after an App Maker joins

Appy's signup process wasn't super-streamlined, so I made some messaging for the current process, as well as for some streamlined options that could be developed.

Motivational Messaging & Brand Language

USER IS FEELING:

"Easy so far. Will the app be easy?"

"Is this going to be right for me?"

"Maybe try it after lunch."

LANGUAGE:

Welcome!
It's super easy to start making.
Grab your login – in your email.

Excellent.
Let's get making apps.
Grab your login – in your email.

- Try without 'Thanks for joining'. Focus more on the user's benefit.
- Alleviate concerns *and* maintain optimism – e.g. reference to 'easy to continue' where the user's process has been easy so far
- Keep simplicity and some pace in what the user must do – e.g. 'grab'.

Welcome!

Let's make an app

- For a streamlined signup – user doesn't need to check email.
- Hold-by-the-hand process to follow, with '*Let's*'. Or just a couple of questions to direct the user.

Welcome to Crowd Machine!

Welcome to Crowd Machine!

Make an app

- 'Get started' can work (and is worth testing). But what is the user's actual goal?

Welcome aboard the world's quickest app maker
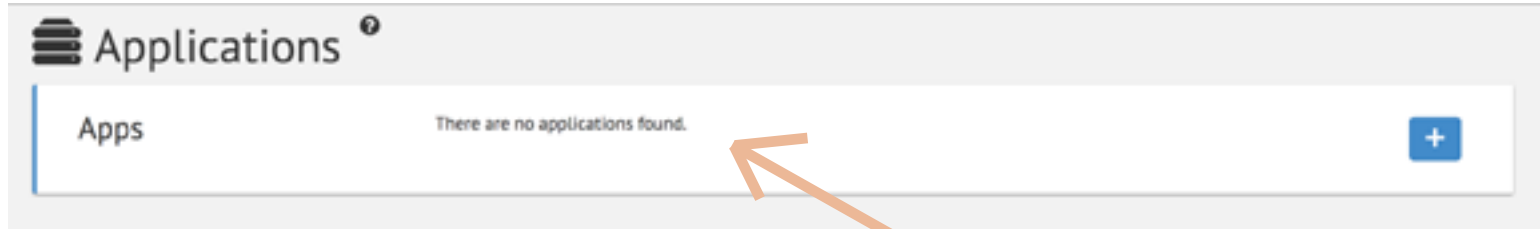
You're aboard – great!

Pick a [template] **to get started**

- Can you bring the user straight to the first 'make' option? Other account setup later.

Pick a [something] **for your app**

A sample from within an App

Take this typical user experience in an app builder:

NOT a good user experience.

The user hasn't made any apps yet.

So how do we create a better user experience here?

We need to figure out what the user's state of mind will be when they're looking at this. (Most likely when they hit this page, they'll be just clicking around, or they'll be wanting to create an app.)

I'll state the user's state of mind explicitly, so you can see why I've used a particular message and tone.

Compare the user's state of mind here to, for example, a situation in which the user isn't able to perform the operation they want to – the tone of the error message there can really help the user experience.

So how do we respond to the state of mind here?

And what's an app for the user?

An app is a realization of their idea. It's a solution.

So – see next page ——>

'My Apps Empty State' Language Toolbox. ('empty state' = the user has no items listed here yet)

Motivational Messaging & Brand Language

USER IS FEELING (on signing up):

"What's Appy like?"

"I'll click around – see if I'll stick around..."

My Apps (none yet)

Turn your idea into an app

- Empty states are an opportunity to say what 'could be' – not just say 'nothing here'.
- A visual concept can put to work the empty screen-estate.
- This concept can also be used when there're apps listed – just remove 'none yet' and place the concept below the app list.
- Creative concepts are not for every area. But work well for some types of items.
- Some empty states won't have space for an illustration – instead an informative line of text in the voice of the brand.

My Apps (none yet)

Turn your idea into an app
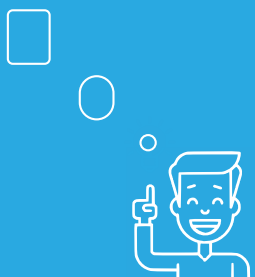
Make an app

- Can also be done with a small button

Got an app idea? +

Apps are solutions +

An app is a solution +

Make your idea into a solution +

- One-liner options

When the user has apps, the dialog can continue:

USER IS FEELING:

"Oki-doke – back to my app"

"Hmm...maybe I could make an app to xyz..."

Got another app idea? +

Got another app idea? We're here +

- While there's a lot to be said for minimal words and graphics in some areas of an app builder, in other places a few more words can reinforce ideas and feel like dialog.
- Message can change as the user adds more apps.

Appy sample. Obviously your site and app will need different solutions.

ality

Concerns
cks
lems
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es
elationship

result

ase
eos

So that was 3 sample items

Obviously you'll need many more lines of text on your website and in your app.

I'll craft every line to make an experience your users will want to come back to.

-
-
-
-
-
-
-

Next up...

A few words on principles that underlie the language.

A strong archetype and a consistent brand personality bring a feeling of 'human' to your communications.
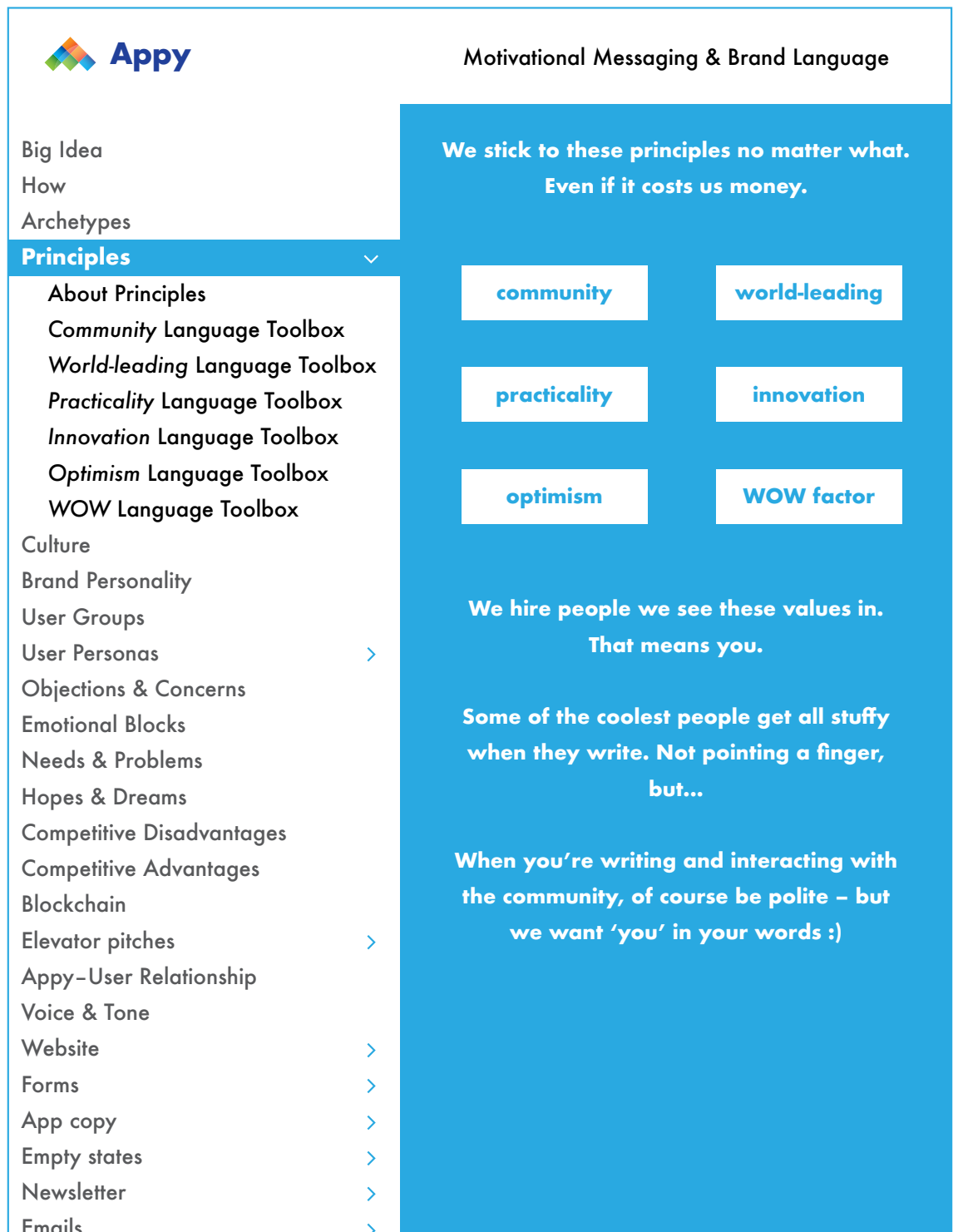
Your communications and your interfaces will feel unique and full of character. Your users will have a sense of an enjoyable dialog with your brand.

how will I create a brand language that is your company? ——>

What underlies a magnetic attraction with your users?

You need a strong vision, archetype, and brand personality. And we'll uncover your prospects' needs, objections, mental barriers, hopes and dreams. What motivates and inspires them?

These things help determine precisely what your users need, communication-wise. They are a platform for your plans and strategies; and for values and messaging.

Appy sample. Obviously your website and app will need different solutions.

Appy

Motivational Messaging & Brand Language

Big Idea
How
Archetypes

Principles ⌄

    About Principles
    Community Language Toolbox
    World-leading Language Toolbox
    Practicality Language Toolbox
    Innovation Language Toolbox
    Optimism Language Toolbox
    WOW Language Toolbox

Culture
Brand Personality
User Groups
User Personas ›
Objections & Concerns
Emotional Blocks
Needs & Problems
Hopes & Dreams
Competitive Disadvantages
Competitive Advantages
Blockchain
Elevator pitches ›
Appy–User Relationship
Voice & Tone
Website ›
Forms ›
App copy ›
Empty states ›
Newsletter ›
Emails

We stick to these principles no matter what. Even if it costs us money.

community	**world-leading**
practicality	**innovation**
optimism	**WOW factor**

We hire people we see these values in. That means you.

Some of the coolest people get all stuffy when they write. Not pointing a finger, but...

When you're writing and interacting with the community, of course be polite – but we want 'you' in your words :)

Your voice and tone across all your communications

I'll create all your communications, or give you the tools to create messaging and content in a voice that *is* your brand.

If you like, I'll create a guide for you – a UX person can dip in for guidance. Or someone writing web copy, a blog, or a case study, an explainer video, tradeshow promotions, etc.

Your staff can copy-paste from language toolboxes in the Guide. Test the alternatives. Write new messaging using the principles outlined.

Appy sample. Obviously your site and app will need different solutions.

Innovation Language Toolbox
Optimism Language Toolbox
WOW Language Toolbox
Culture
Brand Personality
User Groups
User Personas   >
Objections & Concerns
Emotional Blocks
Needs & Problems
Hopes & Dreams
Competitive Disadvantages
Competitive Advantages
Blockchain
Elevator pitches   >
Appy–User Relationship
Voice & Tone
Website   >
Forms   >
App copy   >
Empty states   >
Newsletter   >
Emails   >
Blog   >
Knowledge Base
Explainer videos
Case studies
Events   >
Press Releases
Ads   >
Social media
Legal content

optimism   **WOW factor**

We hire people we see these values in. That means you.

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When you're writing and interacting with the community, of course be polite – but we want 'you' in your words :)

Communicate in an average way
– be average in people's minds

Or enliven your brand strategy and develop a stronger bond with customers. Take the position of industry leader.

Your return on investment

The right voice, tone, and messaging right through all your communications, is a rallying cry to your tribe. You'll attract more users, and keep them loyal and enthusiastic. Your company's growth will be not just direct from your marketing, but through word-of-mouth.

This communication will bring you a dramatic return on investment, as you take a strong leadership position and maintain that position.

What experience do I have, to create your brand language and magnetic messaging?

See my testimonials – click the link in the footer of my site at richardclunan.com – many of those recommendations refer to my talent with voice / brand languages, and messaging that motivates people.

Also see more work samples on that website – link in the footer.

Next Step

If you have questions or comments, or you want *a strong brand language and messaging that's a magnet for your users*, contact me, Richard Clunan:

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