

IS YOUR

**MESSAGING**

COSTING YOU

**LEADS**

How to Fix the Real Problem:  
Misalignment



**MISSION FIRST**  
CONSULTING

# WELCOME

*HEY THERE!*

If you're anything like the entrepreneurs I work with, you're building something meaningful, and you know you are meant to make a greater impact in the lives of the people you serve.

You are not just chasing growth for the sake of your ego, you genuinely want to help more people. You are in the business of changing lives, inspiring leaders, making a difference.

You are great at what you do, the problem is that you are struggling to tell people you are great at what you do. You don't want to be salesy, or come off like you are just "tooting your own horn" but if you don't talk about it, who will?

You're not alone. I've worked with hundreds of mission-driven entrepreneurs who were stuck in the same place, **ready to grow, but unsure how to stand out.**

You don't need to shout louder or be someone different. You just need to get aligned. When your message reflects your **mission**, your **values**, your **story**, everything clicks, and you will attract your ideal clients.

## ABOUT ME

I'm Zack Viscomi, founder of Mission First Consulting, and through my frameworks, **The ACE Method™**, and **The StoryMindset™**, I help entrepreneurs build a powerful brand and business operating system that turns mission into momentum.

Want to take your business to the next level? It starts with mission alignment.

*Zack Viscomi*



# MASTERING

## YOUR

# MESSAGING



When **you are the brand**, promoting your business can feel like promoting *yourself*.

This leaves mission-driven leaders feeling self-serving or ego-centric. So, they tend to pull back, stay vague, share more of their expertise and less of their story.

The Result: You miss your ideal clients. Your message falls flat because it's not really *you*. It's a polished persona, a "professional" mask you thought you had to wear. But that kind of messaging doesn't build trust. In fact, it can break it

This is why your **mission** is so important. Your mission helps you create your mission story: The **WHY** behind what you do. And when you align your **mission, vision, and values** to the rest of your business - like your messaging - everything starts to shift.



**SO, LET'S START WORKING ON  
CHANGING YOUR MESSAGE!**

# 4 MESSAGING

# SUCCESS TIPS

## MISSION IS THE ANCHOR

Your message has to be rooted in **WHY** you do what you do. A clear mission builds trust and makes your message mean something. Which also means you need to clearly know and articulate your mission. At **M1C** we call this your mission story.

### ASK YOURSELF

*Does this message reflect my mission and deeper purpose?*

### ASK YOURSELF

*Is this written in a way that speaks directly to my prospects and where they are in their journey?*

## MARKET IS THE MIRROR

You're not just sharing what you do, you're reflecting what your audience **NEEDS** to hear. When you show up with empathy and they can see themselves in your message, they lean in. At **M1C** we call this the prospect story.

## VOICE IS THE VEHICLE

Your tone, rhythm, and energy are just as important as the words. If your message doesn't sound like you it won't resonate. You don't need to spend more time crafting your "Brand Voice", just be yourself and talk to you people.

### ASK YOURSELF

*Does this sound like something I would actually say?*

### ASK YOURSELF

*Is my messaging building a bridge and positioning me as the guide, or creating a gap?*

## MESSAGE IS THE BRIDGE

When your message is on mission, it connects **who you are and what you do to who they are and what they need**. It's how people move from being curious to becoming committed.



# MESSAGE MATRIX

HIGH MISSION CONNECTION

## GHOST MESSAGE

*you believe what you do, but your message isn't clicking with your audience.*

**Feels Like:** I know what I mean, but no one else does

**Next Step:** Speak your audience's language, know their story, and don't dilute your message

## ALIGNED MESSAGE

*your message is mission-driven and audience-centered. It's resonating.*

**Feels Like:** They say, "It's like you are reading my mind"

**Next Step:** Stay consistent. Refine your voice and expand your reach

LOW MARKET CLARITY

HIGH MARKET CLARITY

## MUFFLED MESSAGE

*you're playing safe and saying what you think you should. it's flat.*

**Feels Like:** This isn't working, and it doesn't even sound like me anymore

**Next Step:** Reconnect with your WHY and the Story of the people you serve. Speak from the heart to their heart

## CHAMELEON MESSAGE

*you're saying what works, but it's not true to you, it's just what they want to hear.*

**Feels Like:** I am getting traction, but it's exhausting

**Next Step:** Anchor your voice in authenticity and let your mission lead your communication

WHERE ARE YOU?

LOW MISSION CONNECTION

# LET'S WORK IT OUT

*Time to get it out of your head and onto paper!  
Use this page to reconnect with the core of your message  
so that everything you create flows from truth, purpose,  
and alignment with your mission.*

## **What is the deeper mission behind your business?**

Why does this work matter to you beyond money, status, or success? What impact are you here to create for the people you serve?

## **What is your ideal client feeling before they meet you?**

What are they struggling with? What emotions are holding their attention? Is it fear, doubt, uncertainty, confusion, etc. And what parts of your story resonate with those same feelings?

## **What about your story fuels your passion for this work?**

How has your journey led you to a place where you are passionate about helping people this way? Connect with that story and build a brand of trust.





WANNA LEARN MORE?



If you want to learn more about how to build your brand through story, connect with your audience, stand out from the competition, and build a business that can align, clarify, and execute.

SCHEDULE A FREE CALL

