



Special Report

Core Message Platforms

The Medical Marketer's Secret Weapon To Raising ROI!

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*Award-Winning Copywriter & Consultant
Creator of the Core Message Platform*

**Learn how to create comprehensive *Core Message Platforms*
that assure your medical and healthcare marcom materials
have consistent and powerful benefit-driven sales statements.**

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It's a simple fact. When your customers are presented with unclear, inconsistent or muddled marketing messages, they instinctively say "no," and move on.

However, creating consistent selling statements throughout your medical marcom materials can be difficult. Especially when you're under the gun to produce a sales letter by the end of the day and an auto-responder campaign by the end of the week—not to mention a landing page that's due ASAP.

Does this scenario sound familiar? Well, I have a secret weapon that will assure your medical marcom materials have consistent, powerful and strategically sound marketing messages.

The solution is a comprehensive ***Core Message Platform*** that includes a series of strong, benefit-driven selling statements about your product.

It's been said that every battle is won before it's fought. This holds true in marketing wars as much as it does sports or any other competitive endeavor. What this point clearly speaks to is planning, because failing to plan is planning to fail.

This has never been truer than it is in today's highly-regulated medical device and healthcare industries. When all your marketing claims have to be worded carefully and substantiated with clinical data, having a pre-approved ***Core Message Platform*** from which to write your marketing materials is a must.

Why? Because it saves you a lot of time and assures your marketing messages are consistent and compliant with the legal and regulatory guidelines that govern your industry.

Plus, working from a ***Core Message Platform*** ensures your communication materials don't stray into an area where you write about your medical device in an "off label"

manner. This of course can result in a warning letter from the U.S. Food and Drug Administration (FDA) that sets your marketing efforts back for months, or even years.

For all these reasons, a **Core Message Platform** should be the first marcom piece you write for your medical devices and healthcare services. You can then use your completed platform as a springboard for writing a wide range of high-impact marcom materials that have a consistent tone and message.

This is a much more effective strategy than writing marketing materials one at a time on a “make-it-up-as-you-go” basis. In fact, creating a strong **Core Message Platform** is a strategy that has everything to do with winning the battle before it’s fought.

Ready to put this secret weapon to work for you?

I’ll teach you how, and include multiple examples and tips that will immediately help you jumpstart your own **Core Message Platform**. So, let’s get started!

What is a Core Message Platform?



A **Core Message Platform** is a comprehensive document that contains all relevant marketing and selling statements about your medical product or service. Its purpose is to serve as the “master message document” from which you can spin off all your essential marketing pieces.

You can be very flexible with how your **Core Message Platform** is organized. However, the ones I’ve written are typically divided into the following sections:

- Product tagline
- Description of your specific target market
- Explanation of the value provided by your product or service
- Description of how your product works
- A complete list of clinical market research facts and figures
- Unique selling proposition statement
- Emotional selling proposition statement
- Product positioning statement
- Testimonials from product champions
- Core message benefit statements
- Core message benefit statements designed to overcome anticipated product objections

Let’s take a more in-depth look at several of these sections.

Product tagline



A great way to kick-start your **Core Message Platform** is to create a memorable tagline that customers immediately link to your product. The key to writing winning taglines is to keep them short and simple while stating or implying a product benefit.

Here is a tagline I wrote for a product made by BioCare Systems called LumiWave. LumiWave uses the benefits of infrared light and heat to rejuvenate damaged cells and reduce body pain.

LumiWave™
Pain Relief. The Light Way.

Here is a second example of a tagline I created for a product called, Axis, which was developed by Mentor Corporation. Axis is a human dermis product that has fibers running in multiple directions, making it stronger than competitive products.

Axis™
Strength In Every Direction

These taglines succeed in their mission of creating a positive product image because they are short, simple, easy to remember, and they communicate a benefit.

Repetition builds reputation, so creating a benefit-driven tagline is a great way to ensure your product name is always associated with a clear, concise selling message.

Description of your specific target market



Creating a thorough description of your target audience is an essential element in building a **Core Message Platform**. The reason is because your audience may not be as obvious as it appears to be.

For example, when writing marketing materials for medical devices, you may think the people making the buying decision are the physicians and surgeons who will use the device. In many cases this is true. However, depending on the device you are selling, those making the buying decision may be:

- Physicians or surgeons
- Nurses
- Office managers
- Group purchasing agents



If your company markets multiple medical devices, your research may determine that sales copy for one device should be targeted to surgeons, while sales copy for another device must appeal to group purchasing agents—even though surgeons will ultimately use the product.

If you are targeting urologists, for example, you'll need to know that a large majority of them are men. If you are targeting nephrologists, you'll want to consider that many of them are attracted to sales copy that highlights statistical proof, and less attracted to copy that centers on features and benefits.

Companies that market healthcare services that pertain to prostate cancer may assume their sales copy should be directed towards men. However, wives, girlfriends and daughters tend to read more about prostate cancer services than men do.

Women influence men a great deal when it comes to prostate health, so B2B marketing materials about prostate cancer should always be written with a female audience in mind.

So, when you write a description of your target audience, look beyond the obvious and dig deep to get a clear picture of who really influences the buying decision. You will then want to write the rest of your **Core Message Platform** accordingly.

Explanation of the value provided by your product or service



When you really boil it down, every product exists to solve a problem or to meet a need of some kind. A band-aid helps stop the bleeding and prevent infection when you cut your finger. Dental floss solves the problem of having food and bacteria build up between your teeth.

Too often, medical and healthcare marketers make the mistake of thinking the problem their product solves is so obvious, they fail to mention it in their marketing materials. Don't let this happen. You know what problem your product solves because you live with it every day. Your customers don't.

So make sure your **Core Message Platform** includes a clear, dynamic explanation of the specific problem your product solves because you will want to use it in your marcom materials.

Next, take this one step further and describe how your healthcare product or service adds value to the life of those who purchase it. Whether you're writing business-to-business (B2B) sales copy or business-to-consumer (B2C) sales copy you're always writing business to people (B2P).

Think about your product or service and describe how it adds value to your prospects' lives. You can do this by answering the following questions:

How does my product or service...

- Help perform a task with greater ease and efficiency?
- Play a role in delivering better patient care?
- Give prospects one less thing to worry about at night?
- Address significant pain points common to my customers?
- Reduce the stress level of my prospects?

By addressing at least one or two of these questions, your sales copy will be more about your prospects and a little less about you. In today's business world, you must demonstrate that you have a clear understanding of the pain points that keep your prospects up at night.

When you show some empathy and establish you're in touch with the real-world problems your prospects face every day—you're in a much stronger position to tout your medical product or service as a solution.

How your product works

To avoid confusion, your **Core Message Platform** must have a consistent explanation of how your product works. If your customers look at your website, brochure and product data sheet and see three different descriptions of how your product works, you're in trouble.

So come up with one good explanation that's easy to follow, and use it throughout your campaign. Here is a "how-it-works" description I wrote for LumiWave, a product I described earlier.

LumiWave uses the long-known therapeutic benefits of light to help ease long-term pain. When an area of your body is in pain, the cells are typically damaged and in need of nourishment and repair. LumiWave provides this nourishment by using the most optimal wavelength of invisible infrared light.

It works like this. Light is made up of a stream of particles called photons. To gain nourishment, damaged cells absorb photons from light and transform their energy into a new form of energy the body uses to repair and regenerate cells. The result is healthier cells and a significant reduction in pain and discomfort, giving you greater control of your life.

The "how it works" product description above is ideal for data sheets and white papers.

However, the following example of how a product works is presented in a format and style that is more effective for use in web pages, brochures and other marketing materials. It is for a fictitious medical device called, The WaterRich Excel System.

The WaterRich Excel System

Facilitates More Effective Water Therapy Treatments

Meet specific patient needs with a progressive system that offers a single solution for your various aqua therapies. The WaterRich Excel System gives you the flexibility needed to expand your possibilities for advanced water therapy programs.

Its open system allows you to implement any protocol required for prescribed treatments. Our industry-leading Water-K software enables you to create protocols that match individual patient requirements.

- *Provides easy-to-handle and effective therapy management*
- *Delivers precise, specific treatments for patients of all ages*
- *Enables the safe monitoring and treatment of children*

In addition, the WaterRich Excel System includes a highly-intuitive user interface and ergonomic handling for greater ease of use. Its well-balanced components make therapies easier to perform, which enhances patient safety.

You can format your product description differently to fit the marketing piece you are creating. However, the verbiage you use to describe how your product works should always be consistent.

Market research facts and figures



When writing marketing materials for medical products, being able to substantiate your benefit claims with cold, hard facts is a must. The FDA demands it, and if you work for a large company your internal regulatory department will too.

Your ***Core Message Platform*** is the ideal place to list all the key market stats, facts and figures you need to support all the great things you want to say about your product. Your list should include, at a minimum:

- Key statistics from any clinical trials
- Conclusions from peer-level studies in major medical journals
- Results from studies conducted by respected medical institutions

- Patient satisfaction ratings
- Product risks and complications

In a nutshell, this section should include all the stats and background information that pertains to any product claims you'll want to make in your marketing materials. You'll always want to have this information at your fingertips, so you can produce marcom materials based on honest and accurate information.



When you write marketing materials for medical devices, having your claims substantiated in a central document also assures you only write about the benefits for which your devices are indicated.

Again, writing about the “off label” benefits of your products can lead to problems with regulatory bodies. Working from an approved **Core Message Platform** minimizes the chances of this happening.

Unique selling proposition (USP)



Now you can stretch out and begin to have a little fun with your **Core Message Platform**. You've assembled some of the more straightforward information about your product, and now it's time to get a little creative and discover your unique selling proposition (USP).

A USP is the primary competitive benefit your product has that sets it apart from the competition.

Here is an example using a product for which I wrote the market launch materials several years ago. The product is MemoryLens® and it was the world's first pre-rolled intraocular lens for use in cataract surgery.

Previously, surgeons had to go through the trouble of folding a lens in the operating room, which was often a time-consuming hassle.

Since MemoryLens® was pre-rolled, surgeons didn't have to worry about following any folding procedures during surgery. This saved them time and aggravation—and it also gave me an instant USP around which I was able to write an entire marketing campaign.

The key here is to identify your USP, and write a strong marketing message for it in your **Core Message Platform**.

Emotional selling proposition (ESP)

The next section of your **Core Message Platform** should summarize your emotional selling proposition (ESP). An ESP centers on the emotional satisfaction your product will provide the end user. In B2B marketing for medical products, the end user typically isn't the person reading your marcom materials.

However, the emotional satisfaction your product provides end users is still very important to physicians, surgeons, nurses and purchasing agents who do read your marketing materials. This is true because all medical professionals are in the business of healing people physically, which plays a large role in healing them emotionally.

So, make sure you write a strong statement about the emotional benefits your product provides.

For example, when I wrote the marketing campaign for MemoryLens®, I was writing about a product that improves vision.

In terms of emotional benefits, MemoryLens® does so much more. In restoring people's vision, it also...

- Restores their hope
- Makes them feel more vibrant and confident
- Gives them the ability to enjoy weddings, graduations and simple pleasures in life that mean the most to us

Capture the emotional benefits of your medical device or healthcare service and build strong marketing messages around them.

Every medical device or healthcare service has emotional benefits, so make sure they are never overlooked when writing your **Core Message Platform**.

Product positioning statement

Product positioning centers on creating a perception in the minds of your customers about what your product represents.

Before you write your marcom materials, describe in your **Core Message Platform** how you want your target market to perceive your product—and then write your marketing copy using a style and tone that supports your objectives.

For example, do you want your audience to think of your product as the high-quality, low-cost alternative to the top brand in the market? Do you want them to think of it as the high-cost, premium product that has no peer? Perhaps you want it to be perceived as the innovative, mid-priced product that is targeted toward white-collar baby boomers.

Making such a specific distinction will heavily influence the tone and style you choose to write for your marketing copy. This copy tone and style, combined with your visual approach, will have a big impact on how your product is perceived in the market.

You may not think this plays a big role in medical and healthcare marketing, but it does.

For example, the tone and copy style used to tout the benefits of the average hip replacement device is going to differ from copy used to sell aesthetic skin care products to baby boomers who want to look forever young.

Testimonials

Testimonials can greatly increase a product's credibility when they come from respected industry experts.

In the medical industry, renowned physicians making strong statements in favor of your product will do more to influence the opinion of their peers than statements made by your company.

As I discussed earlier, several years ago I wrote the marketing materials for an intraocular lens called, MemoryLens®. At a panel discussion about the product, I was able to interview Professor, Dr. Thomas Neuhann of Germany, who is highly regarded as an international cataract and refractive surgery pioneer.

During our discussion I collected some raw thoughts from him that captured his feelings about MemoryLens®. After giving his raw words some polish, he agreed to sign off on the following testimonial:

“MemoryLens is my lens of choice. I have implanted over 1,000 of them and the quickest way to say how I feel about MemoryLens is to say it is the lens I would have put in my own eye.”

—Prof. Dr. Thomas Neuhann



This quote, among others, from one of the most respected cataract surgeons in the world was pure gold for our marketing campaign. So you always want to have a section in your **Core Message Platform** for peer-level testimonials from industry heavyweights.

Here is another tip. Always keep your testimonials brief. Two to three lines is fine. One line that packs a lot of punch with a positive and definitive statement is ideal.

All too often I see clients get real excited about a testimonial that is eight, ten or 12 lines long. The problem is nobody's going to read a testimonial that is really long—especially on a web page.

If someone does provide you with a long testimonial, break it down to three or four short ones. Remember, the shorter a testimonial the more likely it is to be read.

Core message selling statements



The next step in developing a ***Core Message Platform*** is to create several selling statements about your product's primary benefits. In this section I typically include benefit statements that are secondary a product's *Unique Selling Proposition* statement.

Remember, benefits are the “yeah, so-what's-in-it-for-me” aspect of a product, and it's what your customers care about the most.

Before you write your selling statements, you'll want to consider the previous sections you've created in your ***Core Message Platform*** that pertain to:

- Who your target audience is
- The human value provided by your product
- How you want to position your product
- Your unique selling proposition
- Your emotional selling proposition

What you've written in these sections will make it easier for you to shape the tone and style of your core message selling statements.

The following examples of core message benefit statements were written by me for a human dermis product called, Axis, which I described in the tagline section of this special report.

Axis™ Is Strong

Axis dermis has omnidirectional fibers that give it consistent high tensile strength and quality. Its dense network of collagen bundles interconnect in every direction—making it that much stronger. Every piece. Every time. So why leave strength to chance?

Axis™ Is Clean

Axis benefits from our proprietary Tutoplast cleaning process, which inactivates transmissible pathogens such as HIV, CJD and hepatitis.

How? By thorough tissue cleaning, processing, dehydration and preservation. Dermis integrity is maintained. Collagen matrix is preserved, and all organic material is removed. What other tissue goes through such extensive cleaning?

Axis™ Hydrates Quickly

Axis dermis hydrates up to 20 minutes quicker than other implants. This saves you operating room time. And it gives you the flexibility to make intraoperative size decisions without having to hydrate several implants before surgery.

How long did it take your last implant to hydrate?

When I wrote these key messages, I took into consideration the facts, figures, and positioning statements I had developed earlier in my ***Core Message Platform*** for this product.

Ultimately, I was able to write about a dozen similar core message statements for Axis.

Core message benefit statements that overcome anticipated product objections



Lastly, create a special section in your ***Core Message Platform*** that addresses potential objections to your product.

In this section of your platform, you have to be very honest. Make a list of potential prospect objections to your product, and then create strategic core message statements that are designed to overcome these objections.

Most likely, these key messages will fall outside of the standard core message benefit statements you created for your product. The goal here is to anticipate what competitors and prospects will point to as weaknesses in your product or service.

Be honest and proactive and create strong, compelling messages that clearly spell out the hidden benefits within these perceived weaknesses.

There you have it. The nuts and bolts of how to write a strong ***Core Message Platform***. Imagine the power you will have in your hands when you develop a thorough ***Core Message Platform*** for all of your medical products and healthcare services.

Suddenly, creating consistent selling statements throughout your medical marketing materials will be much less difficult. And when you're under the gun to produce a sales letter by the end of the week, and a landing page that's due ASAP—the task will be much less daunting.

Plus, you're now assured of having strong, consistent benefit selling statements about your product throughout your marketing campaign. This greatly increases the chances of making a positive impact on your target market—because repetition builds reputation.

Core Message Platforms really are the secret weapon to:



- Developing strong, consistent selling statements
- Staying within FDA and regulatory guidelines
- Avoiding the creation of off-label messaging
- Creating a memorable, positive image for your product
- Touching your target audience on an emotional level
- Increasing the selling power of your marketing materials
- Raising your ROI to levels that meet and exceed your expectations

There's no doubt about it. Working from a **Core Message Platform** is a much more effective strategy than writing marcom materials one at a time on a "make-it-up-as-you-go" basis.

In fact, creating a strong **Core Message Platform** is a strategy that has everything to do with winning the battle before it's fought.

So why not put this secret weapon to work for you?

Clearly, you can see how the advantages of developing a **Core Message Platform** will benefit your marketing campaigns and increase your ROI dramatically!

About Casey Demchak

My passion is delivering value to your business and helping you skyrocket your success!

Here's a hard truth about creating persuasive marketing messages.

“There's writing to please your English teacher, and then there's writing to sell products and services—and they're two completely different things.”



This simple fact is the driving strategy behind my ***Core Message Platform*** copywriting services.

I am completely dedicated to writing dynamic direct-response messaging for your products or services that:

- Build your brand image
- Generate leads
- Persuade prospects
- Power your bottom line
- Propel your personal success

When I talk about sales writing I don't mean the old school “hype and fluff” techniques that everybody is tired of. Because let's face it, nobody wants to be “sold” to anymore.

I utilize strategies that are relevant in today's highly-competitive markets where prospects DEMAND to interact with you in an honest, straightforward two-way dialogue.

Casey Demchak - Professional Background

Casey is an award-winning Copywriter & Consultant with more than 20 years experience in the medical device industry. He is a recognized expert at writing highly-effective ***Core Message Platforms*** and direct-response marketing copy for a wide range of industry-leading companies. He is also author of the book, ***Essential Sales Writing Secrets***, and author of two Amazon e-books on copywriting.

Casey also wrote a chapter on persuasive sales writing that is featured in the book, ***Advice From The Top: The Expert Guide To B2B Marketing***. In addition, he hosted the VoiceAmerica™ Business Internet radio talk show, ***Essential Marketing Secrets***.

Casey is also the creator of the **AWAOnline.com** 9-module training course, *Key Message Copy Platforms: A Unique High-Income Service That Can Skyrocket Your B2B Copywriting Success*.

Casey is quoted in ***Inside Direct Mail*** for his expertise in building corporate newsletter programs; and samples of his work are featured in Steve Slaunwhite's course workbook, ***Secrets of Writing for the Business-to-Business Market***.

Casey is also quoted in the book, ***The Wealthy Freelancer***, written by Steve Slaunwhite, Pete Savage and Ed Gandia.

*To learn more about **Core Message Platforms**,
contact Casey today at **casey@caseydemchak.com**.*

*Or pick up the phone and call him to schedule a
FREE 30-minute consultation at 303.697.4793.*