

# Clear Messaging for Extension Professionals: Attract Your Audience in Minutes

## MAKE MARKETING EASIER FOR EXTENSION PROFESSIONALS

### Introduction

This publication is designed to help you build two messages you can use to market your Extension program:

1. Craft a clear marketing message (your one-liner).
2. Enhance your website header to ensure your audience immediately understands what you offer.

Start small. One clear message and a straightforward improvement to your website can make a big difference in attracting and engaging your audience. This publication shows you the step-by-step process to follow to craft a clear one-liner and website header for your Extension program. Also, several ChatGPT prompts are provided to help you begin developing two of the most important messages to help you market your Extension program without feeling overwhelmed.

### Exercise 1: Craft Your Extension Program's One-Liner

**Why it matters:** A clear one-liner makes it easy for your audience to understand what you do and why it matters to them. Your audience needs to know in one or two sentences:

- The **problem** your program helps solve.
- The **solution** your program offers.
- The **transformation** or **success** your audience will experience.

When you write a clear, simple one-liner using this formula, your audience will immediately see why your program matters to them. The key is to start with the problem your

Extension audience faces and position your program's offer (e.g., workshop) as the solution. Also explain the success (the transformation) your audience will experience if they participate in your program.

#### The One-Liner Formula

When [audience] faces [problem], our program provides [solution], helping them to achieve [success/benefit].

#### Steps to Write Your One-Liner

**Step 1:** Identify the **audience** you want to reach. (Who will benefit from your program?)

**Audience:** \_\_\_\_\_

**Step 2:** Identify the **problem** they face. (What are they struggling with or what challenge do they face?)

**Problem:** \_\_\_\_\_

**Step 3:** State the **solution** your program offers. (What services, tools, or guidance do you provide?)

**Solution:** \_\_\_\_\_

**Step 4:** State the **success** or **transformation** they will experience. (How will their life or work be better after participating?)

**Success:** \_\_\_\_\_

## Write Your One-Liner Here

When (audience) \_\_\_\_\_

struggle to (problem) \_\_\_\_\_

our program provides (solution/offer) \_\_\_\_\_

helping them achieve (success) \_\_\_\_\_

### Example One-Liners

- **Financial Literacy**

When families struggle to manage debt and save money, our Financial Literacy program offers practical workshops and coaching, helping them to build financial stability and confidence.

- **4-H Youth Leadership**

When young people lack leadership opportunities, our 4-H Youth Leadership program provides hands-on experiences that foster confidence, teamwork, and practical leadership skills for future success.

- **Healthy Living**

When adults face barriers to eating healthy and staying active, our Healthy Living workshops provide simple strategies and community support, helping them adopt lifelong wellness habits.

- **Agriculture/Natural Resources**

When farmers face production and sustainability challenges, our Agriculture Extension program delivers expert guidance and tools, helping them to increase profitability while protecting natural resources.

- **Small Business and Entrepreneurship**

When local entrepreneurs struggle to grow their businesses, our Entrepreneurship Extension program offers training, coaching, and resources, helping them to build thriving businesses that strengthen their communities.

- **Water Quality**

When communities face water quality concerns, our Extension team provides education and practical solutions, helping them to protect public health and preserve natural ecosystems.

- **Problem** — Does it state the problem your audience faces?
- **Solution** — Does it clearly describe what your program does?
- **Success** — Does it show what success looks like for participants?
- **Clear Call-to-Action (CTA)** — Is there a clear button (Register, Buy Now, Book Appointment) to select?
- **Visual Image of Success** — Does your header include an image that represents the desired outcome?

### Example Website Header: Before and After

- **Before**

“Welcome to XYZ Extension Program!”

**CTA:** Contact Us

- **After**

“Struggling to eat healthy and stay active? We help adults build lifelong wellness habits through practical, science-based workshops. Join our next class!”

**CTA:** Register Now

### Evaluate Your Website Header

In just a few seconds, you can assess your website to ensure that these five elements are present. Failing to do so may confuse your audience, leading them to avoid participating in your program.

**Problem:** \_\_\_\_\_

**Solution:** \_\_\_\_\_

**Success:** \_\_\_\_\_

**Clear Call-to-Action (CTA):** \_\_\_\_\_

**Visual Image of Success:** \_\_\_\_\_

## Exercise 2: Website Header Checklist

**Why it matters:** In 10 seconds, can someone who visits your website understand what you offer and why it matters to them? Here are the five elements that every successful website header communicates to its customers:

## Suggested AI Prompts to Get You Started Other Marketing Resources to Help You

If you're using ChatGPT, be sure to use the following prompt first:

"I want you to play the role of an experienced conversion copywriter to help me craft my one-liner using the problem-solution-success formula and a header for my website that addresses the problem my Extension audience faces, the solution my Extension program offers, and the success that people will experience in my Extension program. I need a clear CTA that represents the first step in a three-step plan for my Extension audience to follow to participate in my Extension program. What information do you need from me to help write my one-liner and website header for my Extension program?"

After you answer the questions ChatGPT provides, you can then use this prompt:

- "Help me write a one-liner for an Extension program that helps [audience] achieve [outcome]."
- "Suggest five website header ideas for a program about [program topic]."
- "What are good lead generator ideas for my Extension program?"
- "Draft five engaging social media posts for [audience] about [program topic]."
- "Generate a content calendar for my Extension program's nurturing content."

From these prompts, you can refine your one-liner and website header to attract more of your audience to participate in your program so they can indeed improve their lives.

### Next Steps

- Write your one-liner. Make it your email signature. Update your social media profiles with your new one-liner.
- Review your website header. Revise to include all five things in the website checklist.
- If you need more help with marketing your Extension program, enroll in [Make Marketing Easier](#) to complete your marketing plan!

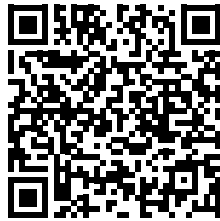
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- Miller, D. (2018). *Building a StoryBrand: Clarify your message so customers will listen*. HarperCollins Leadership.

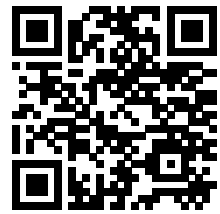
- The [Master Your Marketing](#) workshop will teach you how to grow your business with a digital marketing plan. In this live marketing workshop, you'll learn the following:
  - How to talk about what you offer so that your ideal customers pay attention.
  - Why your website isn't working—and how to fix it.
  - How to establish yourself as the go-to expert in your industry.
  - The secret to turning prospects into paying customers.
- The self-guided [Website Mini-Masterclass](#) teaches you how to make tangible changes to your website to boost your revenue.
- In the book [Five Social Media Mistakes Your Business Should Avoid](#), you'll learn about these mistakes that most businesses make that destroy engagement and sales. You'll learn actionable steps to give your social media a makeover and increase social engagement and sales.
- Sign up for the newsletter [Traction](#) to get easy-to-implement, actionable marketing tips delivered to your inbox.
- In the [Bricks-to-Clicks Marketing Podcast](#), you'll learn practical marketing tips to bring in more customers and revenue. In 15 minutes or less, episodes cover the top five social media mistakes, five principles for building a thriving community, the blueprint for social media success, and the one thing to do to grow your business, nonprofit, or personal brand.
- Bricks-to-Clicks also offers [One-on-One Coaching](#) to improve your marketing.

Visit [brickstoclicks.extension.msstate.edu](http://brickstoclicks.extension.msstate.edu) to access these resources, or email [james.barnes@msstate.edu](mailto:james.barnes@msstate.edu).

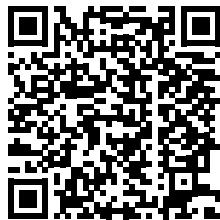
# Scan the QR Codes for Additional Information and Access



**Master Your Marketing Workshop**



**Bricks-to-Clicks Marketing Program**



**5 Social Media Marketing Mistakes Book**

Adapted from the online course *Make Marketing Easier* by Dr. James Barnes  
<https://brickstoclicks.extension.msstate.edu/mme>

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