

**In just 120 MINUTES you will FINALLY be able to
differentiate your design firm & craft a powerful
'Million Dollar Message' that changes everything!**

Differentiate or Die:

**"Why Should I Hire Your Design Firm Over All
Others?"**



**'Lets do it'
With Richard Petrie**



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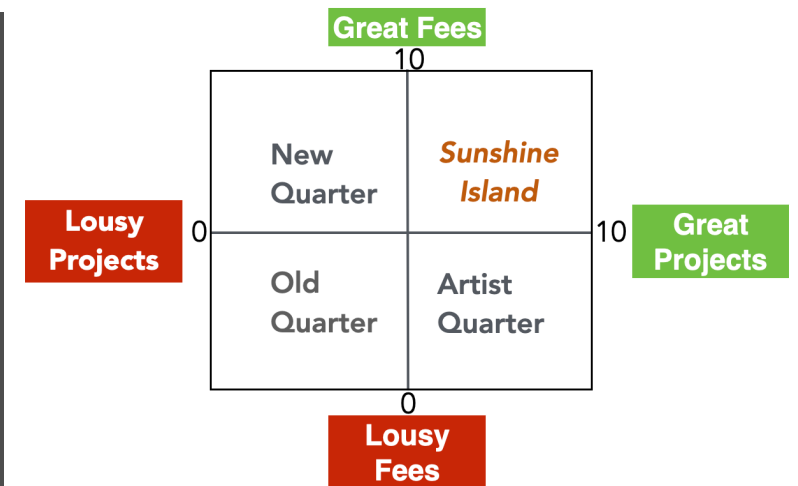
OUR OBJECTIVE

WHERE DO YOU LIVE NOW?

NOW

Lousy	0	Your skill level	10	Great
Lousy	0	Projects	10	Great
Lousy	0	Fees	10	Great

PLACE YOUR CURRENT
PROJECTS AND FEE
RATINGS ON THE
QUADRANT



“Why master the Million Dollar Message?”

The last thing you ever want to be seen as is ‘just another architect’, earning just a little more or a little less than the average.

You need to be **‘special’**.

Are you a designer constantly having your fees questioned, earning less than you deserve given the decades you invested to get here?

Your problem is NOT the quality of your work but an inability to communicate your value to the people who can afford you.

What if there was a way to quickly communicate your extreme value within seconds.

The Million Dollar Message is a unique 6 step communication formula that leaves people powerless to defend against you. Say good bye to being brushed off as just another designer, because when you can communicate extreme value your fees and competition become irrelevant...

You have become **‘special’**.

The #1 question in marketing is...

“Why should I hire you?”

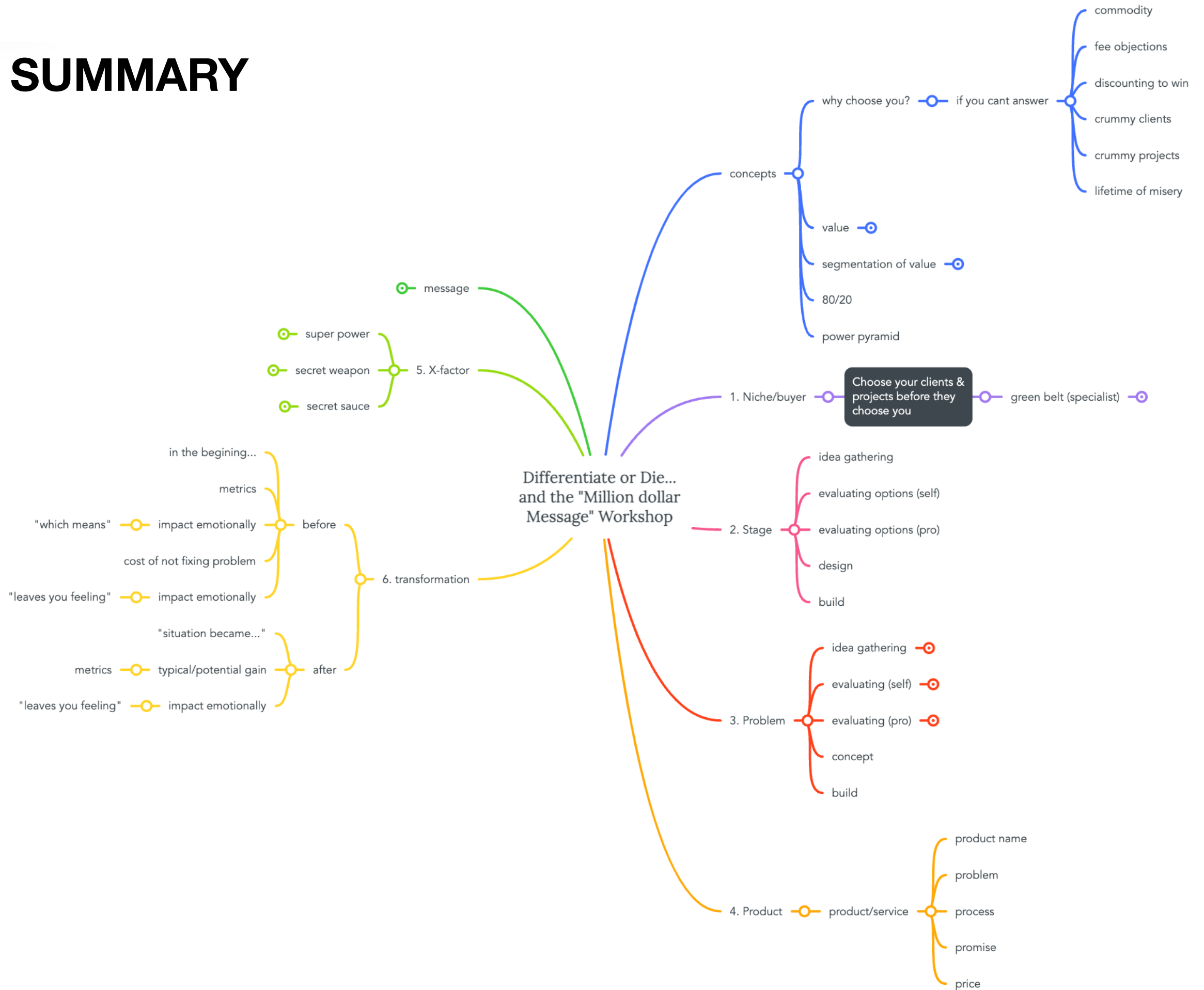
Come up with a value statement Million dollar message, which becomes your ‘North Star’, something you can adapt for any situation or format.

Use the ‘Million Dollar Message’ format:

Fixing one specific expensive problem
...for one specific high value client.
...at an early specified stage
...using one specific product
...that contains a secret ingredient
...and delivers a specific transformational result

“While others let their messages scatter like warm sunlight on the ground, a Million Dollar Message is like taking a magnifying glass and focusing in one one area of dry grass. Warm sunlight becomes a white hot beam of light that can start a blaze.

SUMMARY



Million Dollar Message

Niche/buyer	Stage	Problem
<i>This workshop is for small firm designers</i>	<i>Who are ready to move their projects and income to the next level.</i>	<i>With so many good designers around, how do you stand out? Your work is great but your fees and projects are not, how can you make yourself special?</i>
Product	X-Factor/difference	Transformation
<i>Differentiate or die workshop</i>	<i>Million dollar message framework where the focus on value is ULTRA targeted</i>	<div><i>Go from starving artist, underpaid and undervalued to...</i></div> <div><i>Communicating extreme value such that fees & competition become irrelevant</i></div>

STEP 1 ONE NICHE & BUYER

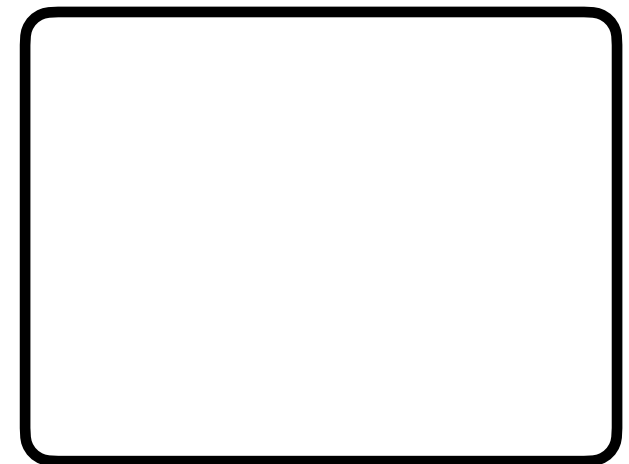
YES
Clients

YES
Projects

*Pick ONE project type or
client type or a mix*

NO
Clients

NO
Projects



NICHE OPTIONS

SPECIFIC STYLE SPECIALIST

Modern
Traditional
Simple house design
Detailed homes (elaborate designs)
Transformable housing
Tiny Houses (mobile homes) (edited)
Luxury design
Villa specialist
Artistic homes
Beach front
Art Deco
Apartments
Magic homes (secret doors)

SPECIFIC METHOD SPECIALIST

Designed using your own unique design methods - hint, create new category
Passiv Haus
Feng Shui

MATERIAL SPECIFIC SPECIALIST

Pre-Fab housing
Straw Bale Construction
Concrete
Container
Wood

SPECIFIC CATEGORY SPECIALIST

Industrial housing
Mobile homes
Retreats
Wellness Centers
Medical Centers
Universities
Commercial offices
Production studios
Fitness & Sports facilities
Community Centres
Town Houses
Multi-Family Housing
Coastal residential
Wellness design
Medial clinics

PURPOSE DRIVEN DESIGN SPECIALIST

Return on design (ROD) for investors
Allergy Free Homes
Invisible design - senior living spaces that doesn't look like hospitals
Green
Sustainable
Ageing on place
Affordable
ADAAG Accessible Design
Net-Zero
Socially Conscious
Biophilic design
Wellness design

WHO YOU DESIGN FOR

Residential
Developers
Industrial
Government

High end clients
LGBT+
People with disabilities
People from a cultural group
Professionals eg doctors
Highly sensitive

Problem solver

Can't get permits
Project out of control
Health and safety issues
Difficult sites

OTHER

Trained by (famous architect)
Difficult design (Red Adair)
Projects over \$Xm

**You want to be known, sought after
and referred by a specific niche
group who see you as their expert
and prepared to pay a premium**

STEP 2 STAGE

<i>Client Phase</i>	Idea gathering	Evaluating by self	Evaluating by pro	Design	Build
<i>Solution</i>	<i>Virtually no competition</i> 1. Educational marketing/content and resources		<i>A little competition</i> 2. Pre Design Research	<i>Lots of competition</i> 3. Concept	4. Build
<i>Product</i>	<u>Problem solving information</u> Cost ranges Legal restrictions Physical restrictions Process Experts Generic advice		<u>Consulting exercises</u> Feasibility study Needs and options review Design diagnosis Site review ROI roadmap Right track roadmap Storyboard workshop WalkThe Site Possibilities review	Standard design contract	Special project

Which stage you will create incomparable value for?

STEP 3 ONE PROBLEM

Idea gathering

Biggest problems/questions being asked at this phase

Evaluating by self

Biggest problems/questions being asked at this phase

Evaluating by pro

Biggest problems/questions being asked at this phase

Design

Biggest problems/questions being asked at this phase

STEP 4 YOUR PRODUCT



<p><i>Name</i></p> <p>Give product a cool name</p>	<p><i>Problem</i></p> <p>Thing you are solving</p>	<p><i>Process</i></p> <p>Step you take them through</p>
<p><i>Price</i></p> <p>Could be anything including free</p>	<p><i>Promise</i></p> <p>What outcome will they get?</p>	<p><i>Back story</i></p> <p>What lead you to create this product/solution?</p>

STEP 5 X FACTOR

Choose ONE

**Secret
Sauce**

Your method

Unlike the traditional approach which (old outcome), this new process allows you to (dream outcome)...

**Secret
Weapon**

Your tool

This (tool) allows you to (new outcome) instead of (old outcome) meaning you can ultimately (dream outcome)

**Super
power**

Cool skill or ability

Unlike other architects who (typical skill level), (name) is able (superpower) meaning you can ultimately (dream outcome)

STEP 6 TRANSFORMATION

Before

In the beginning... Reveal before story

Metrics... Give proof - stats, numbers, %, \$ where possible

Which meant... Expand on consequences and negative impact

The clients were feeling... Get emotional

After

Situation became... Reveal after story

Metrics... Give proof - stats, numbers, %, \$ where possible

Which meant... Expand on consequences and positive impact

We were now feeling... Get emotional

Using a metaphor analogy or simile in your comparison can be even more effective

Million Dollar Message

Niche/buyer

- Are you a (your ideal client)
- Stop being an (your ideal client)

Stage

- ...who is going through (specific stage)
- ...facing challenges right at (specific time)

Problem

- & is frustrated by (#1 problem)
- & struggling to overcome (#1 problem)
- your problem isn't (symptom) It is really (cause)

Product

- Imagine you could (good).
- That is why we created (product)
- Introducing (product)

X-Factor/difference

- Unlike the traditional approach which (bad outcome), this new process uses (x factor thing) which allows you to (dream outcome)...
- Unlike other architects who (typical skill level), (name) is able (superpower) meaning you can ultimately (dream outcome)

Transformation

- ...which allows you to go from (bad) to (good)
- How would it feel to leave (bad) and finally achieve (good)?

Million Dollar Message



Niche/buyer

- Are you a (your ideal client)
- Stop being an (your ideal client)

Are you an eco warrior wanting to build a high performance home

Stage

- ...who is going through (specific stage)
- ...facing challenges right at (specific time)

Who is stuck in the planning phase because

Problem

- & is frustrated by (#1 problem)
- & struggling to overcome (#1 problem)
- your problem isn't (symptom) It is really (cause)

No one wants to give you a price without doing a full design but that costs big money and would be a complete waste if the build was not affordable.

Product

- Imagine you could (good).
- That is why we created (product)
- Introducing (product)

Imagine there was a way to get a price range indication without spending hundreds of thousands on design

X-Factor/difference

Unlike other architects who rush you into design we do a thorough diagnosis of options first.
The NEEDS AND OPTIONS REVIEW outlines three options including one high performance option and a range of cost expectations for each option. We don't do a full design, because we specialise in this type of home we can give you a reasonable range of estimated costs for each option.

Transformation

- ...which allows you to go from (bad) to (good)
- How would it feel to leave (bad) and finally achieve (good)?

Go from unsure and stuck to knowing exactly what your options are and able to make decisions and take action.

Million Dollar Message

Generic format

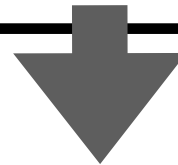
Are you a (Niche/buyer) who is going through (stage)

And frustrated by (problem). That's exactly why we created

the (product/service) which includes (X-factor) and is very

different because (better outcome).

This allows you to go from (bad before story) to (good after story)

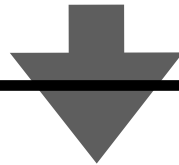


Then take your generic format version which might be a little clunky and rewrite it so it slides more elegantly

Million Dollar Message

Generic format

Are you a Home owners looking to renovate their Brighton beachfront properties trying to identify your best options? are frustrated by having their plans rejected by the local review board. New figures show 45% of all plans are being rejected on the first submission and over half that number are by experienced architects. That's why we created our Project feasibility study, which includes a review by our teams newest staff member man David Smith and is special because David used to work in the planning department approving permits so knows the bi laws inside and why plans get turned down. Which allows you to go from either being stuck or risk submitting plans which may be rejected wasting your time or \$1500 per failed application to getting your permit approved first time. Since David has been on board our success rate is 95%.

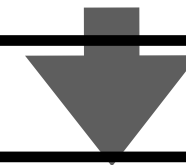


Elegant version

"Are you a homeowner looking to renovate your Brighton beachfront property? Frustrated with the 45% rejection rate of plans by local review boards—even those submitted by experienced architects? Save time and avoid a costly \$1500-per-failure gamble with our Project Feasibility Study. What sets us apart is our secret weapon: David Smith, a former planning department official who knows the local bylaws like the back of his hand. With David on our team, we've boosted our approval success rate to 95%. Don't risk rejection—secure a first-time approval and turn your dream renovation into reality."

Generic format

Are you a Developers looking to do inner city projects and who are trying to reduce their risk in a challenging market are frustrated by architects who do not listen to the brief and try to win awards at your risk and expense by making your development a work of art. That's why we created our ROI Return on investment Road Map which includes 3 configurations including the probably cost range and an estimate of re sales value by local rest estate agent Bobby McGee. and is special because while most architect are primarily focused on design aesthetics we are focused on design for profit first. Which allows you to go from being frustrated by working with an architect who doesn't understand you, to working with an architect who understands developers be she is one herself.



Elegant version

"Are you a developer looking to maximize ROI of an existing site in the competitive inner-city market? I get it—achieving your vision without breaking the bank is crucial. That's why we've created the ROI Roadmap, which includes three configurations (not design) complete with cost range estimates and resale value projections by local real estate expert Bobby McGee. Unlike traditional architects who prioritize aesthetics, we put your profitability first. Rather than working with just an architect you get a strategic partner who can help you meet your business objectives, through smarter design. **Work with an architect who speaks your language, because she's a developer herself.**"

HOW CAN I ADAPT MY MILLION DOLLAR MESSAGE?

Website

Presentations

Newsletter

Articles

Speaking/bio

Social posts

Proposals

Promotions

Your book

Videos

NOTES

FREE MARKETING TRAINING

9 Steps webinar

archmarketing.org/9-steps -

FREE TOOLS AND RESOURCES

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