

— THE —
KENTUCKY



**BRAND MESSAGE GUIDE:
THE KENTCKY CASTLE**



WELCOME TO YOUR BRAND MESSAGE GUIDE



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When you struggle to explain what you offer in clear, simple terms, you risk not being able to have your business differentiate from every other in your space.

The good news is now that you have this guide, it helps to clearly spread the word about the many facets that make up what you do as The Kentucky Castle, and in a way that resonates with your ideal clients looking for your services.

Inside this guide, you will find the elements of your BrandScript. This is the framework that builds your messaging strategy for your audience. Think of it as the seven “chords” you need to write 1,000 different “songs” about your brand. Songs that will speak to individuals wanting to thrive and live a fulfilling life in the face of an uncertain economy and changing business culture.

You will also find several other elements to use in your marketing efforts that can lead to branding that will grow The Kentucky Castle brand overall. The work you are already doing to help business owners thrive is bringing much needed rest and inspiration for those seeking it. This document will help in the messaging of WHAT you communicate to your audience.

Keep this guide handy and reference it when you develop marketing materials, build your website, write social media posts, emails, articles, and engage donors.

I'm here on the journey to work with you to develop and grow your footprint as an extraordinary venue in Central Kentucky.

Matt Davis

OVERVIEW + KEY TERMS

BRANDSCRIPT

A 7-part, proven communication formula that includes the key elements of any successful story. When you use a BrandScript to develop your messaging your marketing will stand out and attract your ideal audience.

ONE-LINER

Your One-Liner is a concise statement you use to clearly explain what you offer. It gives you a simple, repeatable way to talk about what you do in a way that your audience will care about.

LEAD GENERATING ASSET

A lead generating asset is marketing collateral created to provide value to people who aren't ready to buy from you. By offering them valuable knowledge you position yourself as a brand helping them solve a problem. It also provides you their name and email address for your leads list.

EMAIL NURTURE CAMPAIGN

A series of 6 emails to send automatically with email marketing software after a lead downloads your Lead Generating Asset. These campaigns run 24/7 and nurture your lead through the sales cycle.

YOUR BRANDSCRIPT

A CHARACTER: EVERY CLIENT WANTS SOMETHING

WHAT DO THEY WANT?

- time away to rest and renew, to find reset and restoration
- find a reset from their everyday life, to be inspired
- romantic experience, an elevated experience, a luxury experience
- getting out of the everyday hustle and bustle, monotony
- escape from pressure of life
- reconnect with loved ones, to deliver a memorable experience
- a once-in-a-lifetime experience in a place you can truly reset

PROBLEM: BUT THEY HAVE A PROBLEM

EXTERNAL PROBLEM: WHAT IS IN THE WAY?

- no good place to go to get out of the noise, suffocation
- life is so fast and furious, never enough time, need to slow down, overspent
- looking for a backdrop to create lifelong memories and no place to do it
- overworked, scheduled, fatigued and monotonous life, bored life
- trying to make time count, savor time, relish time
- create memories and hold on to time

INTERNAL PROBLEM: HOW DOES IT MAKE THEM FEEL?

- frustrated, exhausted, stressed, uninspired, apathetic, resigned
- feeling bad, eating unhealthy, depleted, unmotivated

PHILOSOPHICAL PROBLEM: WHY IS THIS JUST PLAIN WRONG?

- your venue should be part of your event, not just the place where it's held
- you deserve a life of intention, meaningful, not by accident,
- your life should be purpose-driven and rewarding
- you deserve to have a place to recharge and get what you need
- you deserve to be inspired, to live your calling
- we are calling you to live a better life, best version of yourself
- it's about time you get a break!.

A character has
3 types of problems:
1- External
2- Internal
3- Philosophical

GUIDE: SO THEY TURN TO A GUIDE

EMPATHY

- after a year like this, we know you need a break
- we understand what it's like to feel depleted and need a reset
- we understand you want to wow them, impress them
- we know you need a break from reality, an escape, to vacate
- we understand you need some time to yourselves, to reconnect with the most important people in your life in a beautiful setting

AUTHORITY

- We are the best kept secret in Central Kentucky, small and quaint. We feature an estate farmed and grown farm to table restaurant, and countless awards naming us the most beautiful hotel in Kentucky
- Diner's choice, architect digest, 50K a year through our gates, KP

PLAN: WHO GIVES THEM A PLAN

1. Book your castle experience. Whether it is our hotel, spa, farm-to-table restaurant, or an event, we have what you need to create a once-in-a-lifetime experience.
2. Let our expert team take care of the details. Worry about nothing. The pressure is off. We will take care of all the details to make your experience one-of-a-kind/exactly what you dreamed of.
3. Memories made. Drive home inspired and relaxed. These are the moments you'll be talking about and dreaming of until you come back again. You've pulled off a life-giving experience.

THE CALL: AND CALLS THEM TO ACTION

PRIMARY CALL TO ACTION: OPTIONS AND THOUGHTS

- Book your castle experience!
Choose the setting that best fits your needs.

TRANSITIONAL CALLS TO ACTION:

Download "5 Things You Never Knew About The Kentucky Castle."

You will use
2 types of
Call to Action:
1. Direct/Primary
2. Transitional

SUCCESS: THAT POINTS THEM TOWARD SUCCESS

- enjoy a weekend of unparalleled luxury
- drive away renewed and reconnected to all that truly matters
- ready for re-entry to your "normal life" and beginning from a good place
- take it home and enjoy a good relationship back at home
- creating new traditions and a rhythm of taking care of you/your family
- creating memories with those who mean the most to you
- a vacation for the whole you, mental health
- we care about holistic health, a retreat for your body and soul
- sourcing from the surrounding estate-grown fields and farm

FAILURE: AND AWAY FROM FAILURE

- continue living a disconnected life
- grinding away at an ordinary life with no end in sight
- settle for ordinary
- there is no other place on earth like this and you could be missing out
- never experience true farm-to-table experience
- don't let it be just another day
- more intolerable boredom and monotony
- stay overwhelmed, continue to feel drained, weary, exasperated

IDENTITY TRANSFORMATION:

FROM:

cooped up and need a break
stressed out and need to get out
unknown mystery and curiosity
unhealthy
burnout, cabin fever, exhausted
depleted and isolated
leaving us with less to give

TO:

inspired, refreshed, and renewed
relaxed and feel human again
knowing the story of the castle on the hill
healthy
inspired and renewed
relish relationships
good food, walks

OVERALL BRAND NARRATIVE: THE KENTUCKY CASTLE

At The Kentucky Castle, we know that you want to be inspired, refreshed, and renewed. To make that happen, you need a once-in-a-lifetime experience in a place that is truly extraordinary.

The problem is, you're looking for a backdrop to create lifelong memories and don't have a place to do it. Every other place you've looked at makes you feel uninspired and unmotivated.

We believe you deserve a venue that will partner with you in pulling off the most meaningful moments of your life.

We get it. We understand you need time to reconnect with the most important people in your life and in a beautiful setting. This is a place to be intentional and savor good times. This is a place to reset, restore, and relish the best moments of life.

A matchless experience, we are the best-kept secret in Central Kentucky. Where the farm meets the walls, we believe your heart will be rekindled as you finally get the space you need to breathe. We create memorable moments for all who come through our gates.

Here's how we do it:

1. Book your castle experience.

Whether it is our hotel, spa, farm-to-table restaurant, or an event, we have what you need to create a once-in-a-lifetime experience.

2. Let our expert team take care of the details.

Worry about nothing. The pressure is off. We will take care of all the details to make your experience one-of-a-kind/exactly what you dreamed of.

3. Memories made. Drive home inspired and relaxed.

These are the moments you'll be talking about and dreaming of until you come back again. You've pulled off a life-giving experience.

So, book your castle experience, and choose the setting that best fits your needs.

In the meantime, download "5 Things You Never Knew About The Kentucky Castle."

From the story of a castle built among Kentucky horse farms in the 1960s, to our estate-grown and farmed Castle Farms restaurant, to how you can plan an event you will never forget, we are sure there is something new you will find out in this latest release.

Don't settle for an ordinary life. There is no other place on earth like this, and we don't want you to miss out. Instead, create memories that are meaningful with those who mean the most to you.

ONE LINER

Your One Liner is a simple, clear and effective way to answer the question, **“What do you do?”**

ONE LINER

Problem | Solution | Result

#1: It's been a long time since you've treated yourself and the people you love to a truly unique experience. Break out of your usual routine and escape to the Kentucky Castle. Create life-changing memories at a castle settled among Kentucky horse farms. Enjoy space to breathe again and restore yourself and reconnect with others.

#2: Nestled within the sprawling horse farms of Central Kentucky lies a 50-year-old castle that has drawn mystery and intrigue since the day it was built. What may surprise you is what you will find inside the gates of the Kentucky Castle: Opportunities to be dazzled at luxurious events, peace to finally rest and renew, feast with farm-fresh food, and reconnect with those you love most. Book your 'Castle Experience' today!

#3: If life has you feeling depleted, overwhelmed, and needing a break, you deserve a place to recharge and get what you need. This is an invitation to a life of intention. Whatever purpose you bring, whatever memories you create, whatever experiences you need - whatever it takes to be whole again, we're ready. Book your 'Castle Experience' today and begin to truly live.

#4: When the pressure is on to deliver a memorable experience you want to go to a place where luxury meets southern hospitality. Visit the stunning Kentucky Castle where we create space for extraordinary moments, meaningful reconnections, and once-in-a-lifetime experiences they'll never forget. Book your 'Castle Experience' today!

#5: It's been a long, hard year for everyone. Soon, this will all be over and you are going to want to do something special with the people you love most. An inspiring event, a rejuvenating spa treatment, a peaceful hotel stay, or being nourished by a farm-to-table menu, this is exactly what you need to reset. From the moment you arrive, you won't want to leave. And that's OK, you can always come back, and we will help make it happen.

WHERE TO USE YOUR ONE LINER

- About section of your social media profiles, website, emails, or business cards

TAG LINE

Your "tag line" is a few easily repeatable words to attach to your brand and make sharing easy. Since "Marriage365" does not fully define what you do like, your tagline needs to be descriptive and clear. When I am crafting a tagline, I use this formula below to help land it. And think through, a tagline needs to grasp 3 things immediately:

- 1. Who/what you are**
- 2. What you do**
- 3. With what benefit.**

Here are the different structures I use to come up with the best fitting one based on the brand narrative and product:

- We {do this} for {whom}
- {What} for {whom}
- {Does what} for {whom}
- {Do this} to/and {get the benefit}
- Helping {whom} {do what} {with what benefit}
- {What} {with what benefit}
- {Doing this} {with this benefit}
- {Get this benefit} {by doing this}
- {Get this benefit} {with what}

Potential Tag Lines:

A once-in-a-lifetime experience in a place that truly is extraordinary
Once-in-a-lifetime experiences in an extraordinary place
Creating memorable experiences and lasting memories
An experience to create lifelong memories
Making lifelong memories for all who enter
The ultimate experience of southern hospitality
Once-in-a-lifetime moments in an extraordinary venue | place
Settle for an extraordinary life. The Kentucky Castle.
From the moment you arrive, you won't want to leave.
The Kentucky Castle - We Can't Think Of A Better Destination!
When Your Destination Has To Be Special: The Kentucky Castle
There's no such thing as a 'once-in-a-lifetime' experience until now
Unforgettable Experiences, Daily.
When Everyday Transforms Into Extraordinary

NEW

Current Marketing Co. - The Kentucky Castle

WORD BANK

These are words that will connect with your audience. Some of them are words that continued to come up in our conversations. Keep this list handy to inspire emails, conversations and any marketing materials you produce.

"RE"

WORDS

Recharge
Restore
Rest
Relax
Reset
Rejuvenate
Renew
Recharge
Reconnect
Revitalize
Revive
Repair
Refresh

"DREAM"

WORDS

Imagine
Dream
One day
Success
Hope
Possibilities

"WITHDRAW"

WORDS

Get Out
Escape
Come Away
Retire
Retreat
Get Away
Shelter
Sanctuary
Resort
Haven

"PAIN"

WORDS

Failure
Afraid
Lazy
Humiliation
Alone
Reject
Stress
Guilty
Struggle

"INSPIRE"

WORDS

Stimulate
Encourage
Influence
Safety
Backed
Endorsed
Confidence
Genuine
Invigorate
Pursue
Passion
Motivate
Exhilarate
Stunning
Dazzling
Beautiful
Uplifting

"TWO POWERFUL"

WORDS

You
Because

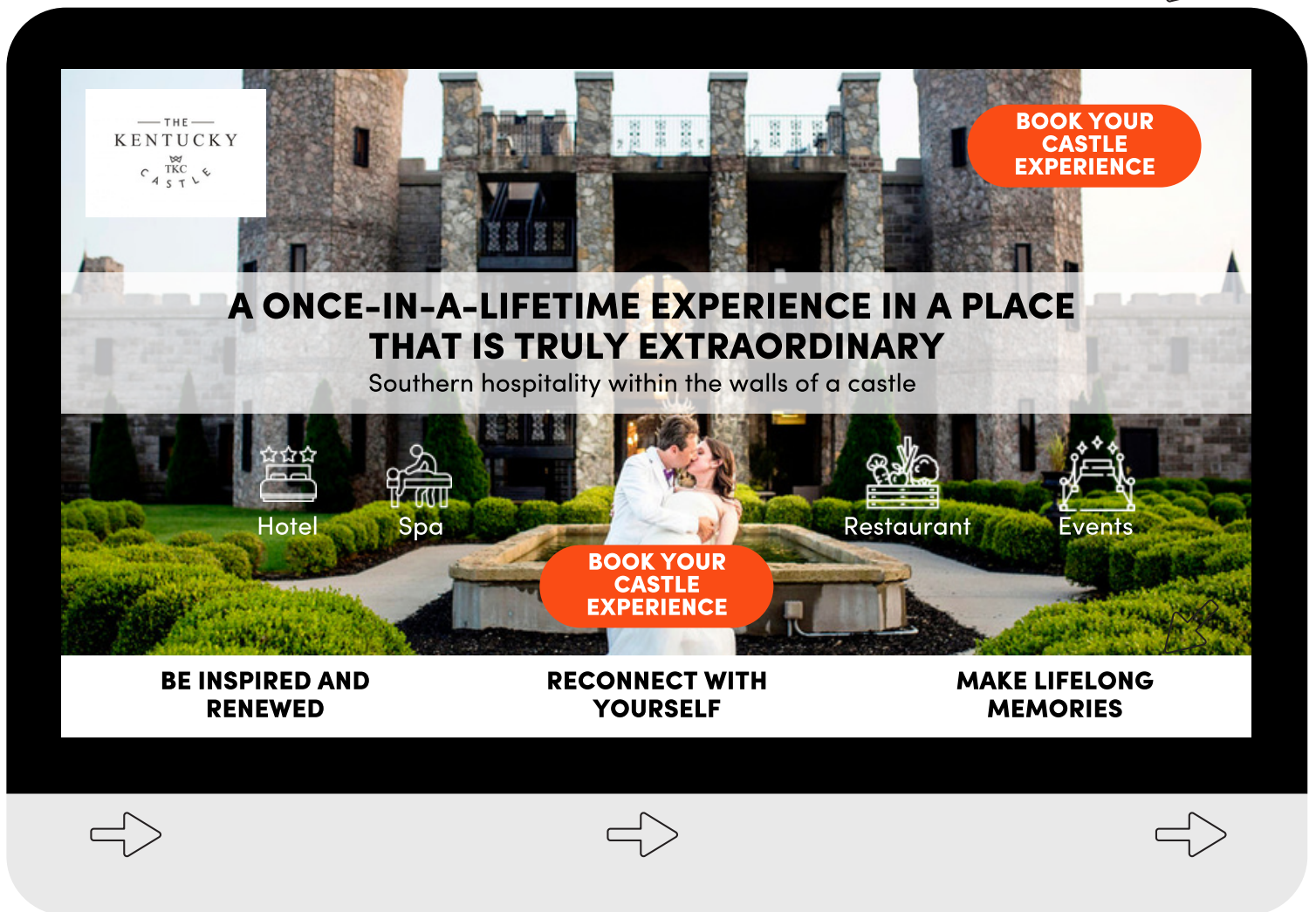
APPLY YOUR BRAND MESSAGE

EXAMPLES

WEBSITE HEADER

A website header should answer three questions in the first five seconds:

1. What do you offer?
2. How can it make my life better?
3. How do I get it?



LEAD GENERATOR

A lead generator is a way to gather email addresses from people interested in your area of expertise. You deliver valuable content in the lead generator and then use their email to send a nurture sequence that leads them through a sales process.

You can also use those emails to target ads on social media platforms. Here are a few lead generator ideas.

LEAD GENERATOR IDEAS

- Watch this video showcasing the different part of TKC
- "5 Things You Never Knew About The Kentucky Castle"
- "10 Reasons Every Bride Should Get Married At A Castle"
- "5 Special Ingredients We Grow For Castle Farms Restaurant"
- "3 Ways To Win With A Day At The Spa For Your Partner"
- "Finally Telling The Story Of The Kentucky Castle"
- "An Interview With The Owners Of The Kentucky Castle"
- "5 Events You Can't Miss This Summer At TKC"
- "Chef Jason Walls On His Favorite Castle Farms Recipe"
- "3 Perfect Cocktail Recipes For This Season From The Staff At TKC"
- "Castle Farms Bourbon Hall New Private Mash Bill Recipe"
- "If You've Ever Wanted To Pop The Question At The Kentucky Castle, We Think These Are The Three Best Spots"
- "Your Ultimate 'How To Throw A Castle Wedding' Guide - Summer 2021"
- "3 Ways To Make Your Little Girl Feel Like A Princess At TKC"
- "7 Private Events You Can Throw At The Kentucky Castle"
- "5 Tips For Surprising Your Special Person With A Castle Photo Shoot"

EMAIL SALES SEQUENCE

A series of 6 emails to send automatically with email marketing software after a lead downloads your Lead Generating Asset. These campaigns run 24/7 and nurtures your lead through the sales cycle. Here are subject lines and short descriptions for each email in a campaign to follow a lead generating download.

EMAIL #1: DELIVER THE ASSET

Subject Line: Here's your download!

Description: This email should be short and to the point, only offering the value of the free resource.

EMAIL #2: PROBLEM + SOLUTION

Subject Line: There's no way we could ever get married at a castle! (Or so you think!)

Description: This email should agitate the problem we identified in the BrandScript and briefly describe how you offer a unique solution to that problem. It should include your call to action.

EMAIL #3: TESTIMONIAL | STORY

Subject Line: That was the moment they knew their fairy tale could come true.

Description: Tell the story of solving the problem for someone.

EMAIL SALES SEQUENCE

EMAIL #4: PARADIGM SHIFT

Subject Line: Don't get married in your uncle's backyard.

Description: Change the perspective of your customer. Language like "you used to think this, but now you should think about it this way" is a powerful tool to compel a distracted audience.

EMAIL #5: OVERCOME AN OBJECTION

Subject Line: There's no way we could have a castle wedding.

Description: Address a common objection people have when considering your product or service.

EMAIL #6: ASK FOR THE SALE

Subject Line: Take a breath. We're here to help.

Description: This email ought to "close the deal" with your audience. You'll want to talk about the problem, your unique solution, include a short testimony and clearly paint a picture of what life looks like when your audience partners with you. Whether this is for a book or a donation, this is the time to ask.

BONUS: SAMPLE SOCIAL MEDIA POSTS

You are already a social media pro when it comes to posting pictures of your kids or that great dinner you had the other night. But what about the work you are doing in your business? How does that work? You can pull from any of the 7 parts of your BrandScript to share on social media. You don't have to use every story point in your BrandScript every time you communicate. Utilizing the two basic types of social posts: ENGAGEMENT POSTS and CALL TO ACTION POSTS, here are examples using your BrandScript.

ENGAGEMENT POST

The Kentucky Castle sat uninhabited for almost 30 years. It was called the Martin Castle then. Unknown mystery and curiosity have been a part of the Kentucky Castle's story for decades. In a place once inaccessible to visitors, our gates are now opened so your dreams can be accessible. We have been the best-kept secret in Central Kentucky, but now the secret is out and you're invited to take a tour and hear the whole story.

What's one thing you've always wanted to know about the Kentucky Castle?
Leave your questions in the comments. (Then book a tour of TKC to find out the answers!)

Note: From the "Transformation" and "Success" and "Call To Action" portions of the Brand Story.

CALL TO ACTION POST

Have you been in lockdown for a little too long and need to get out? We know you need a break from reality. Come get inspired with stunning scenery and some southern hospitality! Experience unforgettable moments with one of our inspired menus, crafted cocktails, and endless views of Kentucky's breathtaking landscape.

Book your 'Castle Experience' today.

Note: From the "External Problem" and "Guide: Empathy" portions of the Brand Story.

YOUR MARKETING ROADMAP

RECOMMENDED

NEXT STEPS

PHASE 1: BUILD YOUR SALES FUNNEL

■ **Update your website to reflect your new Brand Message**

Your website is your home base for all your marketing efforts. When you optimize your site to reflect your new clear Brand Message and convert visitors to leads you've set the foundation for a smart marketing plan.

Marketing Made Simple by Donald Miller & Dr. J.J. Peterson provides an excellent framework for what to include on your site.

■ **Create a Lead Generating Asset**

Create a resource potential customers can download in exchange for their email address. This establishes your authority while building trust by offering value to potential customers.

■ **Write a 6 Email Sales Sequence**

Create 6 emails that can be sent after a lead downloads your Lead Generator to build relationships and trust.

NOTE: If you don't have one already, you will need an email service provider to collect email addresses, send your Lead Generator and automated email sequence.

PHASE 2: FREE PROMOTION & NURTURE

■ **Link to your Lead Generator on all your social profiles**

You want to get as many leads into your sales funnel as you can. Use every opportunity you can to point to your Lead Generator.

■ **Share your Lead Generator landing page in social posts**

■ **Nurture your leads through regular emails**

After a new lead downloads your Lead Generator and automatically goes through your Email Sales Sequence you want to continue providing value and stay in contact with them.

Send regular emails to your subscribers with free content. This can point them to resources like a new blog post, article, show case study/transformations of past client project or address frequently asked questions.

■ **Regular Social Media posts**

The goal with social media is to inspire, nurture and engage your audience. You also want to get as many people from your social media following over to your email list via your Lead Generator.

If you haven't yet, pick up [Social Media Success for Every Brand](#) by Claire Diaz-Ortiz. It is a fantastic resource to help you translate your Brand Message onto social media.

PHASE 3: CHOOSE YOUR NEXT ADVENTURE

- Run digital ads to your Lead Generator
- Write blog articles for your website
- Write articles for industry publications
- Speak at industry events
- Guest on other podcasts
- Host free webinar trainings
- Speak at a local networking event
- Write for a local publication



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