

# ProfitMancer

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## MONEY MASTERY

Change Announcements:  
Don't Be a Ghost

TRANSCRIPT

## Introduction

Welcome back, Change Champions! Today, we're diving into a critical aspect of business that many entrepreneurs overlook until it hits them like a cold splash of water—Change Announcements. As Mark Twain famously quipped, “The only person who likes change is a wet baby.” While change can be as uncomfortable as a diaper full of surprises, communicating it well can turn potential disasters into wins for your business.

## What We'll Be Covering

Today, we're going to learn the art of not disappearing when your business evolves. It's about staying visible, engaging, and most importantly, transparent. Here's what's on the agenda:

1. **The Importance of Visibility:** Why staying in sight keeps you in mind.
2. **Crafting Your Message:** How to say what needs to be said in a way that resonates.
3. **Mediums Matter:** Choosing the right channels to spread your word.
4. **Timing and Sequence:** When and how to roll out your changes.
5. **Feedback Loops:** Setting up systems to handle responses effectively.

## The Importance of Visibility

Imagine you're playing a game of peekaboo with your audience, except when you cover your eyes, you forget to uncover them. Sounds silly, right? Yet, that's what happens when businesses make changes without keeping their audience in the loop. You might as well be a ghost. Staying visible during times of change ensures that your audience understands the narrative—your narrative—and doesn't fill in the gaps with their own potentially horror-filled versions.

## Crafting Your Message

Change can be scary, and how you announce it can either stoke the fires of fear or light the way forward. Your message should be clear, concise, and considerate. Think of it as explaining to a toddler why they can't eat candy for dinner—make it sound somewhat appealing, or brace for a tantrum.

## Mediums Matter

Not all communication channels are created equal. If you're announcing something internally, an email might suffice. But for big public changes? A video might be your best bet to convey tone and sincerity. Choose your medium like you'd choose a weapon in a zombie apocalypse: wisely and based on the situation.

## Timing and Sequence

The timing of your announcement can be as crucial as the announcement itself. Drop a major change during a crisis, and you'll look like you're deflecting. Launch it at a high point, and you might seem like you're rocking the boat for no reason. Timing is about finding the sweet spot—when your audience is attentive but not overwhelmed, and ensuring the changes are indeed happening. Additionally, the sequence of communication is vital. Start with your core stakeholders to ensure buy-in, then communicate with management, and your entire team before the information goes public. This stepwise approach helps manage reactions and maintain control over the message's delivery and reception.

## Feedback Loops

Finally, don't just drop your announcement like a mic and walk away. Set up channels to gather feedback and respond to it. This isn't just about hearing what people think; it's about engaging them in a dialogue to smooth out the edges of change.

## Conclusion

So there you have it, folks! Change doesn't have to be a ghost story. With the right approach, you can ensure that your business changes are as smooth as a well-oiled machine. Before we wrap up, don't forget to download and complete your worksheet on crafting and delivering effective change announcements. It's your playbook for staying tangible and in touch, no matter what new directions you take.