




Messaging framework



| | |
|--------------------------|----------------------------------|
| Mission statement | What's your brand's overall aim? |
|--------------------------|----------------------------------|

| | |
|---------------|---|
| Values | What values underpin your brand? What's your motto? |
|---------------|---|

| | |
|--------------------------|--|
| Value proposition | What value does your brand hope to bring? How can you alleviate your audience's pain points? |
|--------------------------|--|

| Where is your audience? | Awareness | Consideration | Intent | Decision |
|---|---|---|--|--|
|  | Craft whimsical, exciting messaging | Focus on persuasive messaging, highlighting how your brand solves their problem | Be direct, show customer reviews | Retarget your audience with punchy copy and hard-hitting stats |
|  | Empathise and inspire with your products/services | Write to charm; make them care about your product/service | Motivate; build confidence in your audience | Clarify; make use of customer reviews |
|  | Be direct, highlight your product/service clearly. Guide them to your CTA | Instil confidence with 'look no further' messaging | Clarify; remove uncertainty, show your expertise | Write directly from your experts, or your current customers to build trust |