

Brand Messaging Worksheet

Get your positioning and messaging consistent everywhere, instead of reinventing it every time you write something.

Who You Serve

Describe your ideal customer in one or two sentences. Be specific enough that it excludes people too.

The Problem You Solve

What's the real problem your customer has, in their words?

Your One-Sentence Pitch

"We help [who] do [what], without [the thing they're afraid of or tired of]."

What Makes You Different

Not a feature list; one honest reason a customer should choose you over the obvious alternative.

Proof

What's your evidence? Results, numbers, testimonials, specific outcomes.

Tone

Three words that describe how your brand should sound.

Words You Use / Words You Avoid

List terms core to how you talk about your business, and terms you deliberately avoid.