

## KEY BRAND MESSAGES DOCUMENT

**Positioning Statement:** What is your hook or where do you fit in among known analogies?

**Unique Value Proposition:** What is the one thing that no one else can offer to your audience/customers?

**Brand Attributes:** List 3-5 adjectives or traits. Cite characters, famous people, TV shows, events, etc.

**Brand Voice/Personality:** What do you want your brand to evoke visually and verbally in its tone of voice?

**Mission:** *One or two sentences based on your lofty goal day to day. Why do you do what you do?*

**Vision:** *“Big” goal, how this will change the world, make people happier, etc. What is your desired future state?*

**Tagline:** *Catchy, pithy, and memorable statement used on advertising or at the end of your elevator pitch – play off of your mission, value or brand attributes*

### **Company Descriptors:**

Usage: Sponsorship links, conference guides, newsletter links, etc. – helps you be consistent in all communications, Having ones at various word counts at the ready makes your life easier.

25 words or less:

50 words or less:

100words or less:

**Elevator Pitch:**

Usage: When giving someone an overview, or as intro when introducing you on a panel, etc. Meant to be spoken and conversational. What do you feel comfortable saying? What analogies or fun phrases seem to resonate with people?

**Press Release Boilerplate:**

Usage: Goes at the bottom of every press release in the About (Company) section and is expected by professional media. Can be a variation of the company descriptor but more “fact based” – where located, when founded, number of customers, etc. plus contact info and URL.

**Messaging Platform: Main Benefits, Differentiators and Proof Points:**

Usage: Forms the basis for all your written communications to maintain consistency and increase memorability

<b>Positioning Statement</b>	COMPANY delivers/offers/provides (PRODUCTS/SERVICES) to (TARGET AUDIENCE) so that they can (BENEFIT 1), (BENEFIT 2) and (BENEFIT 3)		
<b>Benefits</b>	<b>BENEFIT #1</b>	<b>BENEFIT #2</b>	<b>BENEFIT #3</b>
<b>Key Messages</b>	How do you deliver BENEFIT #1?	How do you deliver BENEFIT #2?	How do you deliver BENEFIT #3?
<b>Proof Points &amp; Differentiators</b>	<p>What is the proof that you can make BENEFIT #1 claim? How are you uniquely able to offer this benefit (DIFFERENTIATOR)</p> <ul style="list-style-type: none"> <li>• Features</li> <li>• Awards</li> <li>• Social Proof</li> <li>• Testimonials</li> <li>• Results/Stats</li> <li>• Press Coverage</li> </ul>	<p>What is the proof that you can make BENEFIT #2 claim? How are you uniquely able to offer this benefit (DIFFERENTIATOR)</p> <ul style="list-style-type: none"> <li>• Features</li> <li>• Awards</li> <li>• Social Proof</li> <li>• Testimonials</li> <li>• Results/Stats</li> <li>• Press Coverage</li> </ul>	<p>What is the proof that you can make BENEFIT #3 claim? How are you uniquely able to offer this benefit (DIFFERENTIATOR)</p> <ul style="list-style-type: none"> <li>• Features</li> <li>• Awards</li> <li>• Social Proof</li> <li>• Testimonials</li> <li>• Results/Stats</li> <li>• Press Coverage</li> </ul>