

TEMPLATE

Messaging Framework



Vision



Vision

Vision

Mission

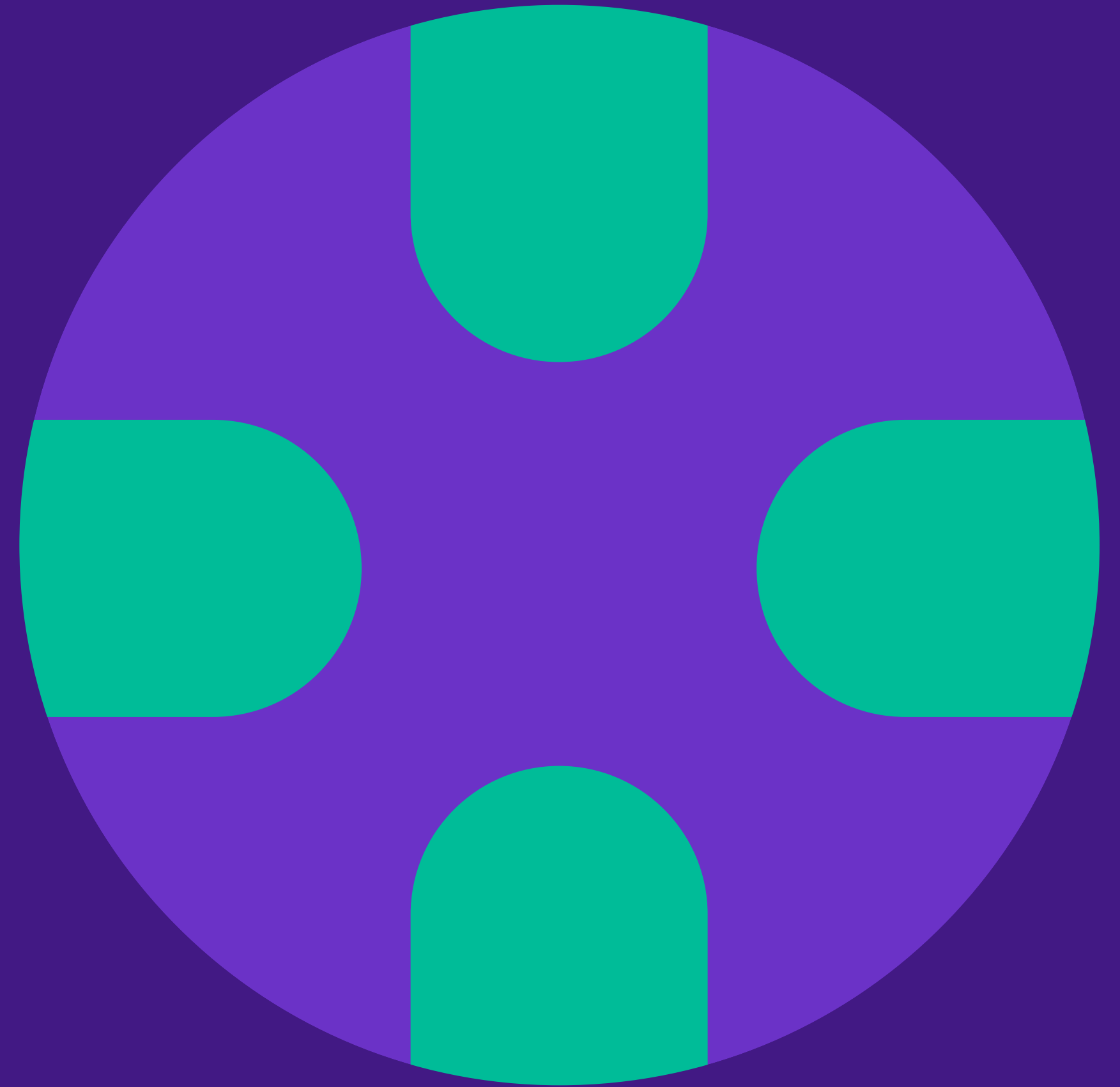
Brand Personality/Voice

Tagline/Headline

1-Sentence Value Statement

Positioning Statement

Target Customer



Target Customer

Persona A

Business Function

Titles

Role in the buying process

Persona B

Business Function

Titles

Role in the buying process

Persona C

Business Function

Titles

Role in the buying process

Value Messaging



Value Messaging

Value Points

Value Statement

Product Features

Proof Points/Metrics

Value Detail