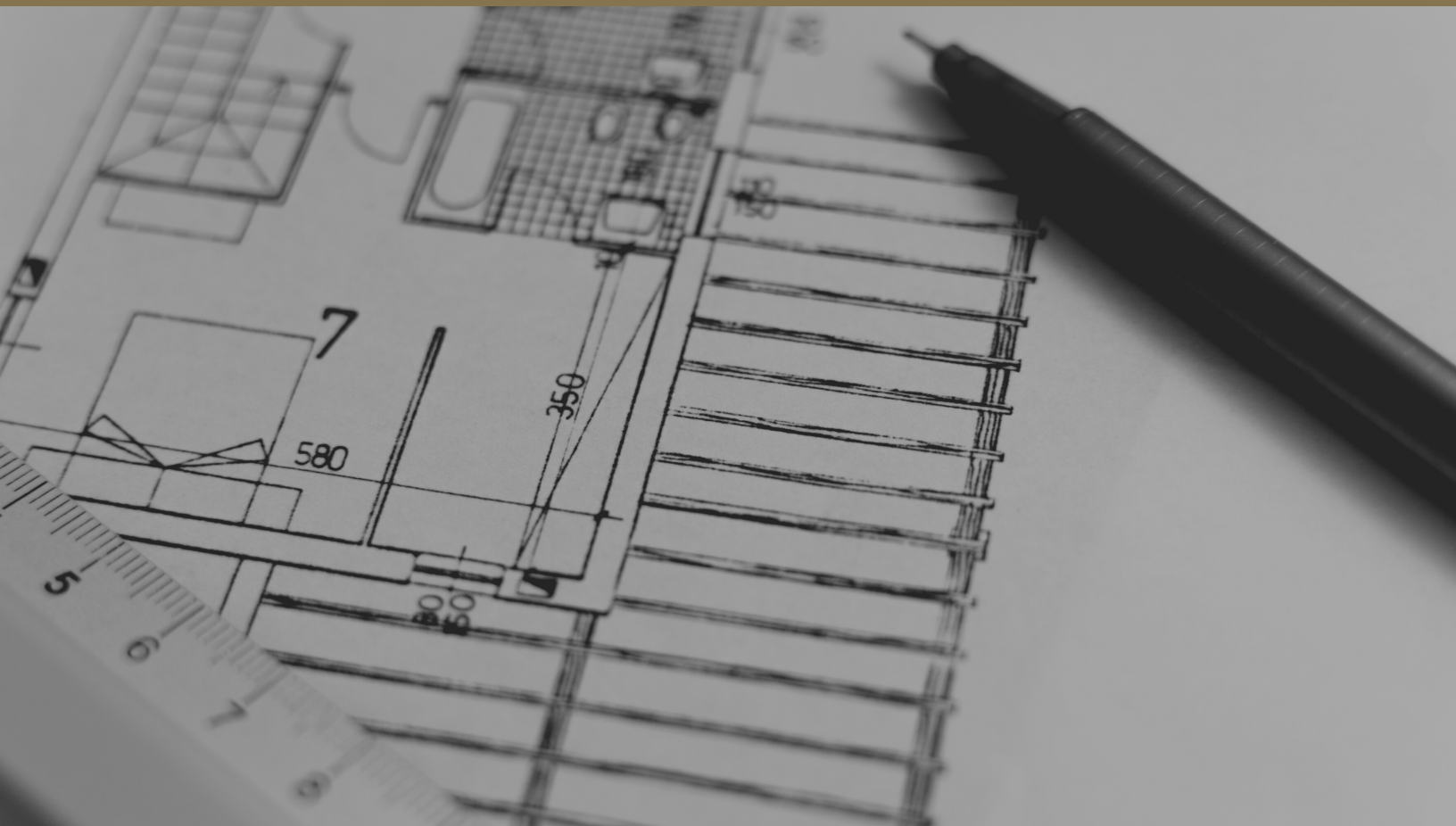


YOUR LOGO HERE

MESSAGING GUIDE



OVERALL BRAND STATEMENT

This will be a simple statement about your business and how you help customers reach success.



SUCCESS STAT:

Here we would include an awesome success stat showcasing the fact you are a master of your craft. This stat can be used for easy reference in marketing material and sales processes.



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WORDS & WEBSITES

OVERALL MESSAGING

WHO ARE WE?

GENERAL AUDIENCE

This is where your brandscript will live. What is a brandscript? A brandscript is a story narrative of the path your typical customer will take to do business with you and help overcome a problem.



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WORDS & WEBSITES

TESTIMONIALS



CLIENT LOGO

**“I DON’T KNOW HOW WE WOULD
OPERATE WITHOUT...”**

- A GREAT CLIENT

**“[INSERT YOUR COMPANY NAME
HERE] HELPED ME INCREASE MY
PROFIT BY 300% USING THEIR
SPECIAL SERVICE. IF YOU WANT
YOUR BUSINESS TO ALSO BE A
SUCCESS, HIRE THEM NOW!”**

- A GREAT CLIENT #2



CLIENT LOGO



PRODUCT/SERVICE FEATURES

FEATURE 1

Do you have multiple ways your business makes money? After we look at your business as a whole, let's focus in on the different products and services your business offers customers so you can clearly speak to individual customers.

FEATURE 2

Do you have multiple ways your business makes money? After we look at your business as a whole, let's focus in on the different products and services your business offers customers so you can clearly speak to individual customers.



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WORDS & WEBSITES

MESSAGING TIDBITS

PHILOSOPHICAL BELIEF:

Why is it plain wrong that customer's are facing the problems that your business helps solve? Here is where we will keep the reminder.

THE IDENTITY TRANSFORMATION THAT YOU OFFER CLIENTS:

FROM:

What is the main issue customers are facing before doing business with you?

TO:

What does success look like for your customer?



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WORDS & WEBSITES

MESSAGING TIDBITS

CHALLENGES FACING YOUR CUSTOMERS

Let's list the pain points your customer is facing, so your sales and marketing team can use it in their processes.

SUCCESSFUL OUTCOMES FOR YOUR CUSTOMERS:

Let's list what success can look like for your customer so we can paint a picture for them and help them thrive.



MESSAGING TIDBITS

WHAT FAILURE LOOKS LIKE FOR CUSTOMERS WHO DON'T CHOOSE YOU

This is where we really differentiate yourself from the competition. Let's share the value you bring to the table and why the rest of the world is missing out!

3 EASY STEPS TO WORKING WITH YOU

How customers can do business with you should be clear and simple. It may be 20 microsteps, but let's hone it in to 3 major steps.



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WORDS & WEBSITES