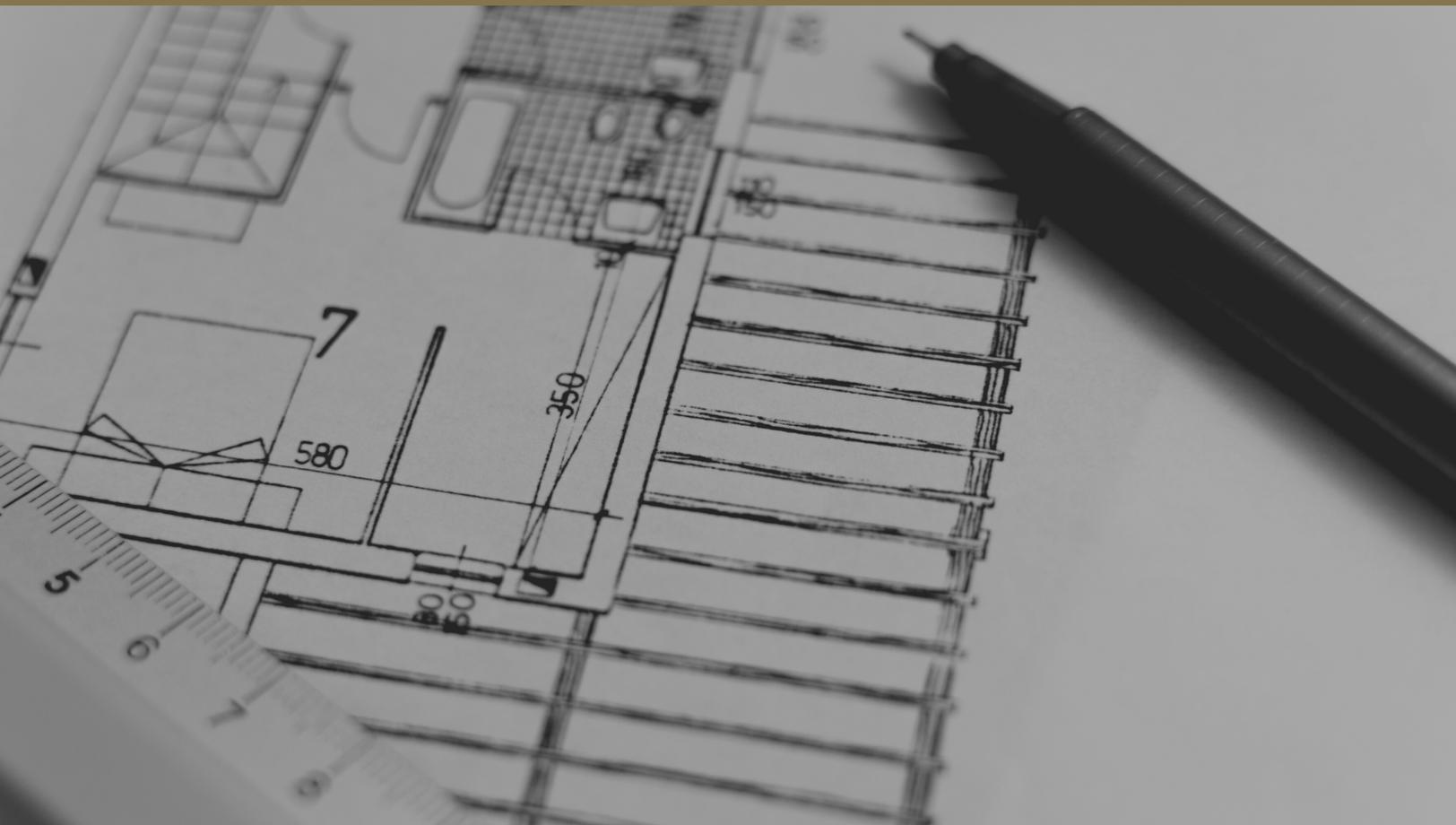


YOUR LOGO HERE

# MESSAGING GUIDE



# OVERALL BRAND STATEMENT

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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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# OVERALL MESSAGING

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## 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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# TESTIMONIALS

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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



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# PRODUCT/SERVICE FEATURES

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## 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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# MESSAGING TIDBITS

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## 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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# MESSAGING TIDBITS

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## 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.



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# MESSAGING TIDBITS

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## 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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