



## Checklist 3 - Developing Your Marketing Message

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*It's a strong advantage to be able to succinctly describe your message and mission to your potential customers. Whether your messaging resonates with your audience will have a massive impact on the success of your funnel and that's why... It's critical to get your "messaging" right. Once you've done your market research, to get clarity on your messaging, fill out this checklist.*

1

 

### **Do You Know What Is Your Unique Value Proposition?**

A unique value proposition is one of the most important elements because it is what differentiates you from everyone else in your market. What makes your offer unique from other similar products/services? While remaining customer-centric, brainstorm what's unique about your brand and offer that should inspire people to buy from you instead of a competitor.

2

 

### **Do You Know What Is Your Promise?**

The process of forming a distinct promise is a must. After you've done your market research it should be relatively easy to come up with a promise that would make your customers take action.

3

 

### **Do You Know How You Want To Position Your Brand?**

Brand positioning helps educate customers on what you (your brand) wants to help them achieve and how your product will add value to their lives. The brand positioning is closely tied with the unique value proposition so as you think about these elements of your brand messaging, again – put yourself in the shoes of the ideal customer.

*Notes*



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*Illustrate your shared values with the target audience, as well as understanding & empathy for their pain points.*

4

 

### **Do You Know What Does Your Brand Stand For?**

Once you've got a good handle on your brand positioning, brand promise, and mission statement, boil them down to a few values that your brand shares with a target audience and wants to uphold throughout the entire buyer's journey from attracting new visitors to delighting customers into brand advocates.

5

 

### **Have You Developed Your Brand's Tone?**

Tone matters and there are several sources you can turn to, to begin honing in on the tone you need to convey to your audience through your messaging. The tone needs to support the brand message, not compete with or contradict it. You don't want to scare off buyers with too much industry jargon, or an approach that feels masculine when your ideal customers are women.

6

 

### **Back-Up Your Brand Authority.**

Collect genuine testimonials, invite people to leave a comment or review, & showcase case studies.

*Online reviews, testimonials, case studies, and examples speaking to how your product/service helped someone solve a problem are powerful and supportive tools for your brand messaging.*

*Notes*