

Briefing: messaging framework

Target audience

- 1) Who is the target audience:
 - a. Size of organisation
 - b. Sector(s)
 - c. Job title(s)
 - d. Geography/location
- 2) What causes them most pain (generally)?
- 3) Who do they aspire to be?

The Golden Circle

- 4) **What:** the products/services you offer to your customers (think features/benefits).
- 5) **How:** the things that differentiate you from the competition (think unique/social/emotional selling points).
 - a. What evidence can we cite to back up how amazing you are (e.g. client testimonials, case studies, awards, analyst endorsements, your skills, knowledge and experience...etc.)?
- 6) **Why:** the reason you are passionate and why you exist.

Value

- 7) How would you sum yourself up in a word/sentence?
- 8) What is the single idea that you'd like to be recognised/famous for (think organising idea)?
- 9) What is your value proposition (think the single reason that people come to you and no-one else – the real value you add)?
- 10) What really matters to you as a business (think company values)?
- 11) What topics do you care strongly about?
 - a. And what is your position on each?
- 12) Are there any 'no-go' areas?

Voice

- 13) How do you the company to talk to your audience (think tone of voice - informal vs. formal, friendly vs. corporate)?
- 14) Are you thinking of pushing any key spokespeople within the business?
 - a. Will their tone of voice differ to the company tone? How?
- 15) How does the experience of working with you make people feel?
- 16) Are there any words/phrases you really do/don't like?

