

## Branding: messaging framework

### Organising idea

*(single idea you're recognised for)*

### Logline

*(think movie summary: character-problem-plan-success)*

### Value proposition

*(up to 2 paragraphs that sum up what you're offering and why people should buy from you)*

### The Golden Circle...

**What** *(the products/services you offer to your customers)*

**How** *(the things that differentiate you from the competition)*

**Why** *(the reason you are passionate and why you exist)*

### Target audience

*(include all the demographic detail, but also think about the 'pains' they face that might drive them to come to you)*

### Who does your customer want to be?

*(aspirational identity)*

### Values

*(3 things that underpin everything you do)*

### What will you be remembered for?

*(What's going to make you stand out from the crowd? Think 'Friends' episodes, you're "The one with...")*

### Tone of voice

**How working with you makes people feel** *(if they don't feel, they're never going to buy)*

**Through the content, I:** *(for example: educate, challenge, show your personality...)*

**Words I like...**

**Words I don't like...**

**House style** *(for example, UK English, how to write numbers, writing in 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> person...)*

