

## Dinky Doc: 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...)*



## Briefing questions

### 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?

