

# MESSAGING STRATEGY FRAMEWORK

## WHO

Our intended audience:

## INTENT

What is the goal of the message?:

(point of difference, purpose, values, etc...)

Why should they care?

(what problem does this solve or benefit does this deliver)

## HOW

Our Tone of Voice

(humorous, bold, friendly)

	Message Proof Points	Message Headline	Keywords	Channels for Message
<b>Key Message #1</b> (product/service benefit)				
<b>Key Message #2</b> (Why Us?/Point of Difference)				
<b>Key Message #3</b> (product/service benefit)				
<b>Key Message #4</b> (Why Us?/Point of Difference)				