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Messaging Framework Template

[Audience] Messaging Framework

Audience Description

**Buyer journey stage:**

**Buyer type:**

**Role or persona:**

Problem Definition

(Audience) is experiencing (pain) because

* Problem 1
* Problem 2
* Problem 3

Solution Description

**What?**

**Why?**

**How?**

Competitive Landscape

|  |  |  |  |
| --- | --- | --- | --- |
| **Competitor** | **Key Strengths** | **Key Weaknesses** | **Positioning** |
| Competitor 1... |  |  |  |
| Competitor 2... |  |  |  |

Outcome Analysis

|  |  |  |
| --- | --- | --- |
| **Problems** | **Solutions** | **Business Outcome** |
| Problem #1 (taken from above) | Feature(s) that address problem #1 | Outcome for audience problem #1 |
| Problem #2 | Feature(s) that address problem #2 | Outcome for audience problem #2 |
| Problem #3 … |  |  |
|  |  |  |

Customer Facing Messaging

**Positioning Statement**

(Company name)’s (solution description) is the most (competitive positioning) that helps (target audience) (outcome 1, outcome 2, outcome 3...).

**Value Proposition**

(Product) helps (target audience) achieve (outcome1, outcome2, outcome3…) by (solution1, solution2, solution3…)

**Key Outcomes & Supporting Features**

|  |  |
| --- | --- |
| **Key Outcome Header** | **Supporting Feature Statement** |
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|  |  |