

Message Mapping Worksheet

Supplement to: Dynamic Four – Align Your Marketing & Build Your Brand

Purpose

This worksheet will help you define, refine, and align your brand's **core message** so your marketing always speaks with one consistent and compelling voice.

✓ How to Use This Worksheet

1. Fill it out completely with your team.
 2. Post your **Core Message** where everyone can see it.
 3. Revisit it every **90 days** or when launching new campaigns.
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Step 1: Define Your Core Customer Promise

In one clear sentence, write the **main benefit** your customer gets from choosing you.

- **Formula:** “When customers work with us, they [achieve/receive] ____ without ____.”

Your Answer:

Step 2: Identify Your Target Audience

Who exactly are you speaking to? Be specific.

- Age, income, role, industry?
- What do they care about most?

Primary Audience:

Pain Points:

Goals/Desires:

Step 3: List Your Core Brand Pillars (3–5 Max)

These are the **non-negotiables** your brand always communicates.
Examples: *Trust, Innovation, Affordability, Local Expertise, Speed.*

1.

2.

3.

4.

5.

Step 4: Craft Your Core Message

Combine your **promise**, **audience**, and **pillars** into a short, powerful statement you’ll use everywhere.

- Keep it **one to two sentences** max.
- Example: *“We help local restaurants attract more customers through simple, proven marketing strategies that deliver results without big agency costs.”*

Your Core Message:

Step 5: Break It Down by Channel

Now adapt your message to the platforms where your audience shows up.

Channel	Adapted Message	Notes/Visuals to Include
Website		
Social Media		
Email Campaigns		
Print/Offline		

Step 6: Test & Refine

How do you know your message is working?

- Are leads or sales increasing?
- Are customers repeating your key phrases back to you?
- Is engagement improving?

What to Measure:

Next Refinement Date:

