

# 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.

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## ✓ 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:**

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## 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:**

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**Pain Points:**

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**Goals/Desires:**

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## 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. \_\_\_\_\_
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## 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:**

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## 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	_____	_____

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## 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:**

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**Next Refinement Date:**

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