



brandr<sup>®</sup>  
**Index**

# Brand Messaging Framework

---

The Brand Messaging Framework is a tool designed to help create consistent and impactful messaging for your brand across various audiences and scenarios.

By the end of this process, you'll have a clear set of messages tailored to specific needs, audiences, and goals.



# Step-by-Step Framework

## Define Your Brand Positioning Statement

*Fictional Brand Example: CloudScale Solutions*

### **Positioning Statement:**

CloudScale Solutions is a SaaS provider that helps small to mid-sized businesses achieve operational efficiency by offering scalable, secure, and easy-to-use cloud solutions.

# Step 1

# Step 2

## Identify Core Messages

*Fictional Brand Example: CloudScale Solutions*

**Message 1:** Seamlessly scale your business with secure, reliable cloud solutions.

**Message 2:** Reduce operational costs with optimized cloud infrastructure.

**Message 3:** Support your team with easy-to-use tools and exceptional customer service.



# Step-by-Step Framework

## Step 3

### Tailor Messages to Audiences

<b>Audience</b>	CloudScale Solutions
<b>Customers</b>	Easily scale operations with tools your team will love.
<b>Investors</b>	Disrupt the market with scalable cloud innovations.
<b>Partners</b>	Collaborate with us to bring cloud efficiency to SMBs.



# Step-by-Step Framework

## Craft Taglines and Headlines

*Fictional Brand Example: CloudScale Solutions*

**Tagline:** "Scale Smarter, Not Harder."

**Headline:** "Empower Your Business with Effortless Cloud Solutions."

# Step 4

# Step 5

## Develop Support Statements

*Fictional Brand Example: CloudScale Solutions*

**Core Message:** "Seamlessly scale your business with secure, reliable cloud solutions."

**Support Statement:** "90% of our clients reported a 30% reduction in downtime within the first month."



# Your turn!

By using this guide you can establish consistent, impactful messaging that resonates with your target audiences and align with their overall goals.

## 1. Brand Positioning Statement.

Who are you? \_\_\_\_\_

Who is your audience? \_\_\_\_\_

What makes you unique? \_\_\_\_\_

## 2. Core Messages. List 3-5 key messages about your brand.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## 3. Tailored Messages. Write versions of your core messages for specific audiences.

Customers: \_\_\_\_\_

Investors: \_\_\_\_\_

Partners: \_\_\_\_\_

## 4. Taglines and Headlines. Brainstorm 2-3 short, memorable phrases.

---

---

---

---

## 5. Support Statements. List facts, stats, or testimonials for each core message.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_