

Brand Messaging Framework Template

Your brand's complete messaging foundation — on one page.

TAYEEB — dmarketertayeeb.com

Complete each section below. This framework defines how you talk about your business — consistently, across every channel. Once written, it becomes the reference document for your website, social, sales copy, and team communications.

SECTION 1 — Brand Positioning Statement

Format: For [target audience], [brand name] is the [category] that [key benefit/differentiator], unlike [competitor alternatives] who [contrast].

SECTION 2 — Value Proposition (One Sentence)

Your value proposition answers: 'What do you do, for whom, and what's the outcome?' It should be instantly understandable to someone who has never heard of you.

SECTION 3 — Elevator Pitch (30 seconds)

A spoken-word version for introductions and networking. Write it as natural speech — not corporate.

SECTION 4 — Key Messages (3–4 Core Claims)

These are the 3–4 most important things you want customers to believe about you. Every piece of content should reinforce at least one of these.

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SECTION 5 — Tone of Voice

Choose 3–4 adjectives that describe how you communicate. For each, write one example of what this means in practice.

Tone Trait

What this means in practice

e.g. Direct

"We tell you the truth about timelines, not what you want to hear."

1. _____

2. _____

3. _____

SECTION 6 — What We Never Say

Words or phrases that are off-brand — either because they're overused in your industry, they don't match your tone, or they set wrong expectations.

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