Messaging Hierarchy Template

DreamBuilder @ The Iowa Center

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**Positioning Statement:**

*Positioning Statement: A positioning statement is a one- or two-sentence statement that articulates your product or service's unique value to your customers in relation to your chief competition. For example, an expensive perfume might use the following as its positioning statement: "The ultimate fragrance for the discerning woman, our perfume delivers a one-of-a-kind floral aroma immediately recognizable as classic and rare." (1. Define target audience, 2. Frame of reference (i.e., marketing) 3. Benefit, 4. Reason to believe).*

**Value Proposition Statement:**

*Value Proposition:* *A value proposition is a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service. This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings. This is the number one reason why a product or service is best suited for the customer. Companies use this statement to target customers who will benefit most from using the company's products.*

**Key Brand Attributes:**

*Brand attributes are the characteristics that make up the personality of your business. In order to establish credibility and trust with your target audience, you need to know how to authentically promote your brand. Examples include such things as high quality, supportive, empowering, unique, innovative.*

**Tone**

*Your brand’s core personality, disposition, outlook, and spirit shape its voice, tone, tenor, and temperament. As a result, the tone and voice drive how you communicate in all your brand’s actions and interactions. Your voice, tone and temperament should be wholly distinctive and consistent in all aspects of your brand. Think of the voice you use every day. It exists and is part of your personality and energy. Examples might be to not talk down to your customer, to have a little swagger, to be technical with your words, etc.*

**Elevator Speech:**

*Elevator Speech: an informal an extremely short and pithy version of a sales pitch or business plan.*

**Messaging by Audience:**

*Your key audience group and what your primary message to each is. Key attributes should be ranked by audience type (i.e., attributes should be the same for all, but the priority of attributes may vary by audience group).*