

Your Messaging framework will be the answer to:

- What's happening in the market / What's the status quo & what's the problem with that (the Gap)
- Why should your customers care? (what's in for them)
- Why now? What's the cost of inaction?
- Why you? What is your POV on the market and how do you set yourself apart from the competition (unique differentiator)?
- Why should customers trust you? What social proof can you share and what results do your customers normally see?

How to get started?

- Step 1: What's happening in the market and what problem/ negative consequences do you see (for your customers)?
- Step 2: Who cares about this? Your ideal customer profile (ICP)
- Step 3: Competitive Alternatives: What other options do they have to deal with the problem & what are the limitations?
- Step 4: Your Product: Your top features and capabilities & unique differentiators: How are you different to the existing alternative solutions? (Tip: Make a list of your features and add what value they bring to your ICP)
- Step 5: Value Proposition: What's the benefit for your customer? What's the value for the client?
- Step 6: POV/ Sales Story: You connect the different elements to have a powerful story to tell - your sales narrative.

Important Note

If you target multiple segments with different (buyer) personas, you need to duplicate the framework and create multiple ones.  
Example: VP of Sales and Head of Customer Success → Create 2 assets

Keep in mind: Messaging vs. Copy

**Messaging:**  
The main points you want to say to your customers

**Copy:**  
Copy is HOW you communicate it. It's the exact words.  
Messaging defines your copy.  
Copy can/should change based on the channel, medium, buyer stage etc.

Sources & Material

This framework is created by [Alexander Entero](#)  
Sources & inspiration from content from [Jared Diamond](#) & [David](#). Please check them out!

