

Brand Messaging Manual Worksheet

Presented by Hoot Design Co.



HDco's Brand Messaging Manual is a document that provides clear direction for everything from a business's website to its company culture.

It's how we get to the bottom of *who* our clients should be marketing to, *how* to reach them, and *what* to say to them.

This worksheet is your first step to creating precise messaging and laser-targeting your marketing budget. It's your chance to explore all the possibilities for your business's marketing strategy.

For this exercise, you will work to create a brand advocate persona for your business. (Be sure to read [our blog post](#) on brand advocates first!)

First, using the table below, describe a brand advocate that would make sense for your business. You may even browse the Internet to find a stock photo of this person. Then, suggest ways to market them and brainstorm short phrases to use as messaging to this brand advocate.

Have fun and be creative!

Meet Your Brand Advocate

Name	
Age	
Location	
Family	
Education level, likely job, and income	
What they do in their free time	
Goals and values	
Favorite and least favorite restaurant	
Where they shop	
What kind of car they drive	
What brands they wear, and what brands they avoid	
Grab a photo of your Brand Advocate <i>(Unsplash.com is a great place to start)</i>	

Please provide other details about your brand advocate that makes them your ideal customer or client.

Keep in mind what your brand advocate's needs are and how your business can fulfill those needs.

What does their day look like before interacting with your brand, and then after?

This is your brand advocate's transformation.

What are the three best ways to market to your brand advocate and why?

(Example: "Facebook, because they are active on the social media platform to keep up with their family and friends.")

Method 1	Rationale
Method 2	Rationale
Method 3	Rationale

Use the space below to brainstorm one-liners for your brand advocate. These should be powerful, concise, and something only your business can own. Ask yourself if another brand could slap this one-liner on their website—if so, it's not strong.

Please write the one-liner(s) you came up with here.

You're done!

When you're ready to increase your profits and dive headfirst into strategy, give us a call.



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