

# Messaging Framework Workbook & Template



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# Introduction to the Messaging Framework

Meet the Messaging Framework. This tool has two primary benefits: 1) It helps you map your objectives and pair them with the key themes and messages that will resonate best with your target audience; and 2) It gives you one story to tell, regardless of platform, so that your audience has your key points reinforced each time they see a message from you.

## Strengthening Your Brand Experience

How do you connect with supporters on their level and make it personal – consistently?



The concept of a Messaging Framework is applicable to any business or organization. Whether you walk into Macy's or Kroger, in-store, online, or via your connected smart device - no matter how you engage these companies – you get a singular experience, a personal experience that's consistent, reliable, and authentic.

How are these brands able to deliver that consistency, reliability, and authenticity? More than likely, they developed some version of a Messaging Framework – a standard set of truths about a business or initiative that guides how the brand “shows up” to the world.

The whole function of the Messaging Framework is to *focus on the audience*. It also helps you build the necessary context for your target audience and curate the most powerful stories your organization has to tell.



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# What Goes into a Messaging Framework?

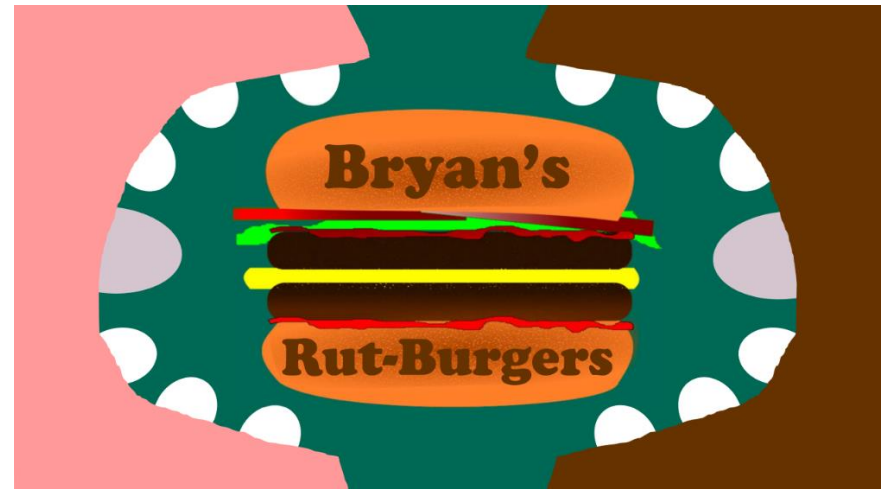
Organization, Product, Service, or Initiative Name				
Value proposition	The solution to your audience's problem, and why your solution is the best. The solution, the result or benefits of the solution, the differentiators compared to alternatives.			
Target audience(s)	A relatively narrowly-defined set of demographic/psychographic groups.			
Desired Perception(s)	What you want the target audience(s) to think about your offering			
Benefit statement	How customers get the payoff in the value proposition – what are the benefits they experience that add up to the value?			
Overall key message	An audience focused and benefit-oriented statement that summarizes what customers get and why it matters.			
Themes	1-2 words or a simple concept	Can apply to multiple audiences		
Theme-specific key messages				
Support points/stories				



# Sample Messaging Framework

## “Bryan’s Rut-burgers”

- Click [here](#) to download the COMPLETED sample Messaging Framework for Bryan’s Rut-Burgers.
- Click [here](#) to hear Bryan’s insights and follow along as he walks through completing the top half of a sample Messaging Framework or [read the full transcript](#).
- Click [here](#) to hear Bryan’s insights and follow along as he walks through completing the bottom half of a sample Messaging Framework or [read the full transcript](#).



## Next Steps for You

- To download a blank Messaging Framework template that you can use for your organization, please click [here](#).
- If you’re looking for more on how communication can transform your business, sign up for 3C’s occasional newsletter [here](#).
- Want to work with 3C to build out your organization’s connected multichannel communications strategy? [Fill out our contact form](#).



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