

A FREE UNCOM MEDIA RESOURCE



Brand Message Worksheet

A guided worksheet to help any organization clarify its audience, its positioning, and the words it uses to describe itself, before writing another post, pitch, or page.

HOW TO USE THIS WORKSHEET

Work through each page in order. The early sections build the raw material the later sections turn into finished language.

Answer honestly, not aspirationally. This works best as a conversation among a few people who know the organization well.

Revisit it once a year, or any time your audience, offering, or leadership changes.

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01

SECTION 01

Who You Are

Mission, vision, and values get confused constantly. Keep them distinct: mission is what you do today, vision is where you are headed, values are how you behave along the way.

MISSION Why does your organization exist, in one or two sentences?

VISION Where is your organization headed over the next five to ten years?

CORE VALUES Three to five words or short phrases that actually guide real decisions, not ones that sound nice on a wall

1

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2

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3

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4

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5

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02

SECTION 02

Who You're Talking To

A message written for everyone reaches no one. Get specific about the actual person you are trying to move.

PRIMARY AUDIENCE *Who are you actually trying to reach? Be specific, not "everyone"*

WHAT DO THEY CARE ABOUT RIGHT NOW? *What is on their mind, their calendar, their budget this quarter?*

WHAT PROBLEM OR FRUSTRATION BRINGS THEM TO YOU?

WHAT DO THEY WRONGLY BELIEVE ABOUT YOUR INDUSTRY, OR ABOUT YOU?

SECONDARY AUDIENCE *If one exists*

03

SECTION 03

What Makes You Different

If a competitor could say the same thing about themselves, it isn't a differentiator. Push past the obvious answer.

WHO ELSE COULD SOMEONE CHOOSE INSTEAD OF YOU? *Direct competitors, alternatives, or doing nothing at all*

WHAT DO YOU DELIVER THAT THEY GENUINELY CANNOT?

WHAT PROOF BACKS THAT UP? *Results, data, experience, credentials, or testimonials*

04

SECTION 04

Your Core Message

Turn everything you just wrote into one sentence you could say out loud, from memory, without notes.

POSITIONING STATEMENT Fill in the blanks using your answers from Sections 02 and 03

We help _____ (audience) achieve _____ (outcome) by
_____ (how you do it), unlike _____ (the alternative).

EXAMPLE

We help growing organizations protect their reputation by preparing clear, tested crisis communication plans before a crisis hits, unlike agencies who only show up after the story has already broken.

ELEVATOR PITCH Three sentences you could say to a stranger in an elevator. What you do, who it's for, why it matters

05

SECTION 05

Brand Voice & Personality

Voice is how you sound no matter what you're saying. Mark where your organization actually lives on each line, not where you wish it lived.

FORMAL	☐	☐	☐	☐	☐	CASUAL
SERIOUS	☐	☐	☐	☐	☐	PLAYFUL
RESERVED	☐	☐	☐	☐	☐	BOLD
CORPORATE	☐	☐	☐	☐	☐	PERSONAL
REVERENT	☐	☐	☐	☐	☐	IRREVERENT

THREE WORDS THAT DESCRIBE HOW WE ALWAYS WANT TO SOUND

- 1
- 2
- 3

06

SECTION 06

Key Messages & Pillars

These are the three or four themes you return to again and again, in every format, on every platform.

Pillar	What It Means	Proof Point
1.		
2.		
3.		
4.		

HOW TO USE THIS

Every piece of content, from a social caption to a keynote, should trace back to one of these pillars. If it doesn't fit any of them, ask whether it belongs, or whether you're missing a pillar.

07

SECTION 07

Words We Use, Words We Avoid

Small, consistent word choices build a recognizable brand faster than any style guide ever will.

Words & Phrases We Use

Words & Phrases We Avoid

EXAMPLE

A regional law firm might use "advocate," "straightforward," and "on your side," and avoid "leverage," "synergy," and "disrupt." The words you rule out say as much about your brand as the ones you choose.

08

SECTION 08

Your Brand Story

People remember stories, not feature lists. Sketch the shape of yours in four beats.

THE WORLD BEFORE *What was the problem or gap before you existed?*

THE TURNING POINT *What changed, or why did you actually start?*

WHAT YOU DO NOW *How you solve it today*

THE INVITATION *What do you want the reader or customer to do next?*

09

SECTION 09

Tagline & Boilerplate

A tagline is a promise in a few words. A boilerplate is the paragraph you paste into every bio, press release, and About page so it never gets rewritten from scratch again.

TAGLINE OPTIONS *Draft three. Say each one out loud before you pick a favorite*

1

2

3

BOILERPLATE *In 50 to 75 words, describe who you are, who you serve, and what makes you different*

10

SECTION 10

Putting It to Work

A brand message that only lives in this worksheet never helped anyone. Use this checklist to put it everywhere your audience already looks.

- ☐ Your website homepage and About page reflect the positioning statement from Section 04
- ☐ Social media bios use the same core language across every platform
- ☐ Email signatures include the tagline or a short version of the boilerplate
- ☐ Sales and pitch materials open with the core message, not a feature list
- ☐ New employees are trained on the brand voice and key messages during onboarding
- ☐ Leadership uses the same key messages in interviews, speeches, and public appearances
- ☐ Content is checked against the words we use and words we avoid list before it publishes
- ☐ This worksheet is revisited at least once a year, or any time your audience or offering changes

KEEP IT ALIVE

A brand message worksheet is a starting point, not a finished style guide. Turn what you filled in here into a one-page reference every writer, designer, and spokesperson on your team can actually use.



You've Found Your Words. Let's Put Them to Work.

A worksheet gets the raw material out of your head and onto paper. Turning it into a real brand voice guide, website copy, and content that actually sounds like you, consistently, across every platform, is a different job.

UNCOM Media helps organizations of every size and industry turn a worksheet like this into a complete brand messaging system, built to hold up under real deadlines and real growth.

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