

# HOW TO CREATE IMPACTFUL MARKETING MESSAGES

Connect and engage your audience across every touchpoint.

## MISSION STATEMENT

Define Your Purpose—Establishing your core purpose upfront provides a strong foundation for the rest of the content.

### FORMULA:

[What you do] + [Who it's for] + [How you do it] + [Why you do it] = Mission Statement



## CUSTOMER PAIN-POINTS

Solve Their Problems—Understanding the problems your audience faces sets the context for how your solutions are relevant.

### FORMULA:

[Identified problem] + [How it affects them] + [Desired outcome] = Customer Pain-Points

## VALUE PROPOSITION

Show Your Worth—Explains the benefits of your solution and how it addresses the identified pain points.

### FORMULA:

[Benefit] + [How it's delivered] + [Why it matters] = Value Proposition



## USP

Stand Out from the Crowd—Highlights what makes your solution uniquely better than alternatives.

### FORMULA:

[What you offer] + [How it's different] + [Benefit] = USP

## MARKETING ANGLE

Craft Your Hook—Shows how to communicate your USP and value proposition to your audience in a way that resonates.

### FORMULA:

[Audience insight] + [Unique offering] + [Emotional trigger] = Marketing Angle

