

Messaging sheet

Business _____
Written _____ Next review _____

1 Who it is for

Your best customers, so a stranger could spot one. Then one line on who it is not for.

2 What they would do instead

If you did not exist, what would they do? Do it themselves, put up with it, go to a bigger firm?

3 Why you, with proof

Up to three differences the alternatives lack, each with evidence a customer could check.

4 The sentence

Who you help, what you help them do, and how, set against the alternative.

5 Three supporting points

What you most want a customer to believe, each tied to a difference and its proof.

6 Words to use / words to avoid

Theirs, from your reviews. Jargon and what every competitor says.

7 How we sound

Three plain descriptions, each with an example sentence.

Check it appears, in the same words, on: homepage headline and first paragraph; Google Business Profile description; social and LinkedIn profiles; the first paragraph of every proposal; how the phone is answered; email signature and invoice footer.

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