



IS YOUR BRAND MESSAGING ON BRAND?

Five Questions to Unlock Your Answer

Brand messaging is the keystone language for your brand—the heart of why you do what you do and the impact you hope to make. Good messaging radiates your brand's true value and resonates with your audience. Here are five questions to determine if your messaging is on-brand.

1. How do your words reflect your brand's core values and your story?

Your brand keywords should convey your foundational message clearly.

2. What unique values make you stand out from the competition?

And how do these standout USPs come into play in your brand messaging?

3. How does your product/service impact the lives of your customers?

The crux of brand messaging. Take deep dives to find your answers. It's worth it.

4. How have you applied your brand messaging across your business?

Bring consistent messaging into alignment across all communication channels.

5. Do you ever see a blank look on people's faces when you tell them what you do at cocktail parties?

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