



Is Your Messaging On Brand?

Five Simple Questions to Unlock Your Answer

Brand messaging is the cornerstone of your brand—WHY you do what you do and the impact you aim to make. Good messaging communicates your genuine values and resonates with all stakeholders. Here are 5 simple questions to help you understand if your messaging is on-brand.

1. *Getting blank stares explaining what you do at cocktail parties?*

Your breakthrough science deserves a simple story that people understand easily.

2. *Can investors understand your scientific innovation in 30 seconds?*

Investors invest in ideas they understand, with clearly defined values and measured impact.

3. *Are you struggling with messaging multiple stakeholders?*

Investors, clinicians, partners & patients all need different messaging, but one consistent story.

4. *Do the clinicians grasp your value proposition immediately?*

Unpacking your science into clear and compelling Unique Value Propositions (UVPs).

5. *Does your team explain your innovation consistently?*

Your messaging should be consistent and unified across the business, both online and offline.

Need help crafting your messaging? Book a FREE discovery call today.



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