



Messaging and Value Proposition Worksheet: Articulate Your Core Message

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This worksheet will help you develop clear, compelling messaging and a value proposition that resonates with your ideal customers. Complete each section thoughtfully to create messaging that forms the foundation of all your marketing efforts.

STEP 1: Understand Your Audience

Before crafting your message, clearly define who you're speaking to:

Primary Customer Profile:

- Industry/Role: _____
- Key Challenges: _____
- Main Goals: _____

What keeps them up at night? (List 3-5 primary pain points or frustrations)

1. _____
2. _____
3. _____
4. _____
5. _____

What are they trying to achieve? (List 3-5 primary goals or desired outcomes)

1. _____
2. _____
3. _____
4. _____
5. _____

STEP 2: Define Your Unique Approach

What makes your solution different from others in the marketplace:

How do you solve their problem differently? (Describe your unique methodology, philosophy, or approach)

Why does your approach work better? (Explain the key reasons your solution is effective)

What's your origin story? (Why did you create this solution? What problem were you trying to solve?)

STEP 3: Articulate the Transformation

Describe the before and after state your customers experience:

Before working with you, customers are:

- Feeling: _____
- Experiencing: _____
- Struggling with: _____

After working with you, customers are:

- Feeling: _____
- Experiencing: _____
- Able to: _____

What tangible results do you create? (List 3-5 specific, measurable outcomes)

1. _____
2. _____
3. _____
4. _____
5. _____

STEP 4: Craft Your Core Message

Use your answers above to create clear, concise statements:

Problem Statement (Describe the problem so accurately your customers feel understood)

Solution Statement (How you solve the problem in a way others don't)

Value Proposition (The specific value you deliver - ideally in one compelling sentence)

STEP 5: Test Key Messaging Components

Create and evaluate variations of your core message:

Headline Options (Attention-grabbing statements that convey your primary value)

1. _____
2. _____
3. _____

Elevator Pitch (30-second explanation of what you do and why it matters)

Key Differentiators (3-5 points that set you apart from alternatives)

1. _____
2. _____
3. _____
4. _____
5. _____

STEP 6: Align Your Messaging Framework

Ensure consistency across all customer touchpoints:

Website Messaging Priority (What messages should be most prominent?)

1. _____
2. _____
3. _____

Common Objections & Responses (How will you address concerns?)

1. Objection: _____ Response: _____
2. Objection: _____ Response: _____
3. Objection: _____ Response: _____

Supporting Evidence (What proof points will you use to back up claims?)

1. _____
2. _____
3. _____

STEP 7: Implementation Timeline

Create a plan to roll out your refined messaging:

Priority Updates (Which materials need immediate messaging updates?)

1. _____
2. _____
3. _____

Testing Approach (How will you test different message variations?)

Success Metrics (How will you measure if your messaging is working?)

Additional Notes and Ideas



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Need help implementing your messaging strategy? Contact us for a consultation: www.karenelainelewis.com