

Attention Spans DIY Messaging Guide: Sound Like a Brand, Not a Committee

Stop Messaging Chaos Now

Nothing kills credibility faster than a brand that sounds like a disjointed committee instead of a helpful, confident guide with a clearly defined personality and purpose. This framework is designed for in-house marketing teams ready to:

- Clarify core messages that will help build a cohesive brand
- Align every team member to used agreed upon language
- Develop meaningful messaging that resonates logically and emotionally

Whether you're updating your website, prepping a campaign, or training your team, this guide is your step-by-step blueprint. You can quickly and easily create your brand's language and ensure every speaks with a unified voice.

Your Messaging Framework Map

Each section below helps you clarify the foundational ideas that make up your brand narrative. You can use this in full or focus on the sections you need most.

Let's get started.

1. Audience Summary

Understand who you're writing for—and what they're up against.

Clarifying your audience is step one. Every message should feel like it was made just for them.

- **Primary audience segment:** Who are they demographically and psychographically?
- **What do they want:** What goal or aspiration drives their decisions?
- **What's in their way:** What barriers or frustrations are they facing?
- **Why now:** Why is the timing urgent or emotionally relevant?

2. Problem/Challenge Statement

Frame the challenge as they experience it.

Start with empathy. Effective messaging reflects not just what people want—but how it feels to be stuck without it.

- **Functional pain:** What's not working for them?
- **Emotional tension:** What does that failure or friction make them feel?
- **Consequence of inaction:** What happens if they do nothing?

3. Transformation Promise

Speak to the desired outcome, not just the product.

Every message should point toward the transformation you make possible.

- **Tangible result:** What success can they see or measure?
- **Emotional result:** How do they feel after working with you?
- **Vision of success:** Paint a picture they want to live in.

4. Your Why: Purpose-Driven Messaging

Customers don't buy what you do—they buy why you do it.

This is your mission, your driver, your spark.

Answer this:

- Why does your organization exist?
- What change are you working toward in the world?
- How does this purpose show up in the way you treat customers?

Use your Why as the through-line for everything you say.

5. Positioning Statement

Your core value, clearly stated.

A strong positioning statement helps you claim your unique space in the market.

Example format:

"We help [audience] achieve [outcome] by [how you do it differently]."

6. Key Messages & Talking Points

Give your team 8–12 clear, consistent messages to repeat and reinforce.

When everyone knows what to say—and says it the same way—customers begin to remember and believe it.

Each talking point should be:

- Audience-centered
- Outcome-focused
- Emotionally resonant
- Easy to remember

To better illustrate this, we are going to provide an example of talking points created for a healthcare administrator startup that was trying to change the industry.

TALKING POINTS (what we say over and over again until it sinks in)

- ***Take control of healthcare or it will control you:*** You are not helpless. We will develop a five-year customized plan to combat rising healthcare costs.
- ***Trade your current administrator for an advocate:*** Break free from the current, inefficient healthcare model. Replace cold bureaucracy with people dedicated to helping your employees receive excellent care at fair prices.
- ***Trade wasteful spending for strategic spending:*** Replace unknowable costs and confusing network rules with transparency and control, while trading administrative waste and overtreatment for preventative care and more beneficial treatment plans.

- ***Deliver a positive benefit experience to your employees:*** Big-company benefits are now available to mid-sized companies, and we guarantee ROI without burdening your HR team. A single concierge website, no more confusing bills, and access to the highest quality providers.
 - ***Our company operates like a long-term partner:*** Our value to you increases over time. Instead of promising big savings in year one, only to levy steep cost increases in years after, we develop a five-year plan to curtail costs and enhance care long-term.
 - ***Take the pain out of paying bills:*** Your employees never get a bill from a provider. Our company takes care of all billing.
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7. Voice & Tone: Personality Guardrails

Help every writer sound like your brand.

Brand voice isn't just a style—it's a reflection of who you are. Create some practical guidelines to help keep every message on-brand.

- **Tone descriptors:** Our voice should be: (warm, confident, clever)
- **Avoid sounding:** (corporate, salesy, vague)

Create A Word Bank That Everyone (internal and outside writers) Can Reference

Words we say:

- ["partner," "clarity," "confidence"]

Words we avoid:

- ["synergy," "cutting-edge," "disruption"]

These lists reinforce tone, personality, and the emotional world of your brand. Try to have at least two dozen words in each list. Maybe use this for a group exercise.

8. Message Building Blocks

Create reusable messaging you can plug in anywhere—without sounding robotic.

Think of these as modular building blocks—pre-written text you can adapt quickly for multiple contexts:

Elevator pitch (1–2 paragraphs)

About blurb (2–3 sentences)

Social media bio

Call-to-action (CTA)

Tagline or headline candidates

These message blocks help maintain consistency while saving time. Every word should still feel human, specific, and intentional.

9. Messaging Friction Checklist

Pressure-test your message before you publish.

Use this checklist to identify weak points or inconsistencies:

- Does it reflect our Why?
 - Is it focused on the audience's needs and outcomes?
 - Is it free of jargon or technical clutter?
 - Does it spark emotion or story?
 - Does it match our tone and voice?
 - Can a team member say it confidently in conversation?
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Final Word: Messaging Is a Team Sport

Messaging isn't just a writing exercise—it's a brand-building strategy. When your whole team is equipped with the same core ideas and confident in how to say them, your brand becomes instantly more trustworthy, recognizable, and effective.

Let this framework be your guide.

Need help clarifying your message or training your team on how to use this framework?
Let's collaborate. www.attentionspans.com