

Messaging Framework Document	
What is it?	<i>Provide a description of your product or offering here:</i>
Who is it for?	<i>Add your buyers and influencers here. You would want to market to both but for each you will have a different approach. Doing research on your buyers and creating personas is key in understanding your buyers and influencers and it will help you when filling out this information.</i>
Business Challenge	<i>What business challenge or need are you trying to resolve. Keep your audience in mind as you write this section.</i>



The Solution	<i>How do you solve their challenges? Try and write this as a benefit statement and answer the “so what” question. Why would your solution matter to your buyer? Why should they choose you over your competitor?</i>		
Messaging Pillars	<i>Pillar #1 (e.g. Build on a Platform of Trust)</i>	<i>Pillar #2 (e.g. Simplify Compliance)</i>	<i>Pillar #3 (e.g. Ensure Data Privacy)</i>
Supporting Statements	<i>Technical capabilities that support your messaging pillar.</i>	<i>Technical capabilities that support your messaging pillar.</i>	<i>Technical capabilities that support your messaging pillar.</i>
Proof Points	<i>Proof Point #1</i>	<i>Proof Point #2</i>	<i>Proof Point #3</i>



Positioning Components	
Component	Description
<i>For</i>	<i>List your target audience, e.g. IT Director</i>
<i>Who (=Pain)</i>	<i>Add the problem or need</i>
<i>Provides</i>	<i>What your solution provides in a concise sentence</i>
<i>Unlike</i>	<i>List of your competitors</i>
<i>Only <your company name></i>	<i>How you differentiate</i>

Description by Word Count	Description
100 Words	<i>Using the positioning components above, differentiators, the need and solution create a 100-word statement that can be used across assets and marketing channels.</i>
50 Words	<i>Reduce the above statement to 50 words – remember to include differentiators.</i>
25 Words	<i>Reduce the above statement to 25 words – remember to include differentiators.</i>

Keywords	<i>Keywords used for SEO and demand generation</i>

Note: This is a high-level messaging document to get you started. Aventi Group provides a more in-depth messaging framework document when working with our clients. To learn more please [contact us](#).