Messaging Map

Category			
Top line message	**Company-level Message** 1. Supporting point 2. Supporting point 3. Supporting point		
Big themes	**Messaging Theme 1**	**Messaging Theme 2**	**Messaging Theme 3**
How we uniquely solve	Only (company/product) …	Only (company/product) …	Only (company/product) …
Product or Service features that support	• Feature 1 • Feature 2 • Feature 3 • Feature 4	• Feature 1 • Feature 2 • Feature 3 • Feature 4	• Feature 1 • Feature 2 • Feature 3 • Feature 4
	Content Stories		
Blockers for Target Buyers (things that cause them pain)	• Blocker 1 • Blocker 2 • Blocker 3	• Blocker 1 • Blocker 2 • Blocker 3	• Blocker 1 • Blocker 2 • Blocker 3
Tacklers for us (things that give us momentum)	• Tackler 1 • Tackler 2 • Tackler 3	• Tackler 1 • Tackler 2 • Tackler 3	• Tackler 1 • Tackler 2 • Tackler 3
Case studies			