

Brand Messaging Workbook

1. Mission Statement: Describe the purpose of your business in one sentence.

- Example: "Providing affordable, high-quality outdoor gear for enthusiasts."

2. Tagline: Create a catchy, memorable phrase.

- Example: "Explore More, Pay Less."

3. Customer-Focused Messaging: List benefits for each product/service.

Messaging Checklist:

Clear Mission Statement

Engaging Tagline

Customer-Centric Language