

## 30-60 Second Branding Message Worksheet

*Remember "You are painting a picture!"*

1. Name, Co., Credibility (location, hours of service, title, yrs. in business)

Ex: "Karen Smith from Fit 4 Life, I've been in business for 5 yrs."  
(400+ customers, 17 yrs w/ the co. >Go for the biggest #)

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2. What you do or provide (possibly telling a story or giving examples)

Ex: "I teach how to exercise, work and eat right to improve the way you age and keep you injury free."

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3. Target Market: (ONE thing only)

Who are your most likely customers?

What do your customers come to you for?

What is your real specialty, area of expertise?

What are you passionate about and/or makes you the most profit?

Ex: "I provide personal training strategies for businesses to keep their employees healthy on the job and off."

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4. Emotionally responsive fact or need :

Ex: "Having a healthy work environment can lead to 66% less injuries on the job."

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5. What is your specific ASK? Ex: "Mike Turner, owner of Sterling Manufacturing"

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6. Value to the user: Ex: "Providing ergonomic strategies for their assembly line workers."

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7. What will you say or do/What they can do

Ex: "I will set up a 15 minute session to help assess your needs"

"Ask you if having less on the job injuries would improve employee production"

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8. Tag Line: Ex: "Your fitness is my focus"

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