

Marketing — 09 Messages

The Newsroom

Say it in their words.

PURPOSE

Find the one line that says what the new thing does for its people, in their own words, and that they repeat back without being asked.

The Newsroom

09 · MARKETING · MESSAGES

OWNER _____ HERO _____ LAUNCHING _____ LAST UPDATED _____ SCORE _____ / 50

1 Ready to launch

What's launching, and who said go.

SCORE 1 2 3 4 5

2 The hero

Who it's for.

SCORE 1 2 3 4 5

3 Their words

What people actually said.

SCORE 1 2 3 4 5

4 What happens to them

The change in their life.

SCORE 1 2 3 4 5

5 How we help

Why they can trust us.

SCORE 1 2 3 4 5

6 The plan

Two or three simple steps.

SCORE 1 2 3 4 5

7 The next step

The one thing we ask.

SCORE 1 2 3 4 5

8 What it doesn't say

Claims we won't make.

SCORE 1 2 3 4 5

9 The message

One line, one breath.

Repeated back by _____ of _____

SCORE 1 2 3 4 5

10 Repeated back

Who said it back unprompted.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **Ready to launch**	Name what the Launchpad made ready, and who said go.	Something not yet ready.	A version marked ready.	A version marked ready on real, repeated use, with who said go and the date.
2 **The hero**	Name the hero from the Storyboard this message speaks to.	Everyone.	A hero from the Storyboard.	One hero from the Storyboard, with their world and their pain beside you.
3 **Their words**	Gather what people said in every tool so far, word for word.	Our own words.	A handful of real quotes.	Many real quotes from the Compass, Storyboard, Simulator and Launchpad, each with its source.
4 **What happens to them**	Write what changes for them, and when they notice. Not what the thing is.	A feature list.	A clear change.	A specific change they would notice, in their words.
5 **How we help**	Write why they can trust us to help: what we understand about them, and what we've done.	A boast.	A clear reason to trust us.	A reason to trust us that shows we understand them, backed by what real people did.
6 **The plan**	Write the two or three steps they'd take with us.	Many steps, or none.	Clear steps.	Two or three steps so simple anyone could follow them.
7 **The next step**	Write the one thing we ask them to do next.	Several asks.	One clear ask.	One small, easy ask that follows naturally from the gift.
8 **What it doesn't say**	Write the claims you will not make, so nobody adds them later.	Left open.	A few limits.	Clear limits, so the message never promises more than we'll deliver.
9 **The message**	Write the message in one breath, in their words.	A slogan in our voice.	One clear line.	One line a hero would say to a friend, that people repeat unprompted.
10 **Repeated back**	Read it to the people it's for, and count who says it back without being asked.	Read only to the team.	Read to real people.	Read to many real people, with how many repeated it and what they changed.