

Messaging Brew Worksheet

The blend, the ingredients, the invitation

Think of your messaging like making the perfect brew. Your blend is the one thing that defines the flavour of your brand. Your ingredients are what make it what it is. And your invitation is how you ask people to come and try it.

Build this once and use it to inform every piece of content you create. When something you write does not feel quite right, come back here and check it against your blend.

The blend: Your core brand promise

This is the flavour of your brand in a single sentence. The one thing you stand for. It should answer: what do you do, who you do it for, and why does it matter?

We help [who] to [do what] by [how you do it differently].

The ingredients: Your three proof points

Every great brew has ingredients that make it what it is. A claim is what you say. The proof is what makes people believe it. Use real examples, results, or customer stories.

Ingredient 1

The claim

The proof (example, result, or story)



Ingredient 2

The claim

The proof (example, result, or story)

Ingredient 3

The claim

The proof (example, result, or story)

The invitation: Your calls to action

Not everyone is ready for the same cup right now. Give people at every stage of readiness somewhere to go, and make it easy to take that next step.

Intent level	Your call to action
Low intent <i>Just discovering you</i>	
Medium intent <i>Considering you</i>	
High intent <i>Ready to act</i>	



Words straight from the mug

Write down three phrases your customers actually use when describing their problem, goal, or experience of working with you.

1	
2	
3	

Does it taste right? A quick sense check

If you are answering no to more than one, go back to your blend and rework from there.

Question	Yes	No
Does my core promise sound like me, not a marketing exercise?		
Can I back up every pillar with a real example?		
Does each call to action give people somewhere useful to go?		
Would my ideal customer read this and think, finally, someone gets it?		
Does every element connect back to my purpose and values?		

What is the flavour of your brand? The one thing you are willing to keep brewing until people know exactly what to expect from you. That is your blend. And that is where everything else starts.