



# Free Brand Messaging Worksheet

Start with one offer. Write clearly, then test what a reader understands.

**Page or offer**

---

## 1. Who do you help?

Name the audience and the situation that makes this offer relevant.

---

---

## 2. What problem do you solve?

Use the words a customer would use. What are they trying to change?

---

---

## 3. What outcome do you help them achieve?

Describe a practical change. Separate your deliverable from results you cannot guarantee.

---

---

## 4. What proof supports the promise?

Choose relevant work, an approved testimonial or a demonstration. Mark any claim that still needs checking.

---

---

---



# Draft, test and refine

Use this as a working draft, not a promise of guaranteed business results.

## Write your first message

We help [audience] address [problem] through [approach], so they can [practical outcome]. Put supporting proof nearby.

---

---

---

## What should the reader do next?

Choose a next step that matches the actual buying process.

---

## What did a reader understand?

Ask who the offer is for, what it helps with and what remains unclear. Let them answer before you explain.

---

---

## What will you revise?

---

---

Guide and editable version: [suhaildarwazeh.com/resources/brand-messaging-worksheet/](https://suhaildarwazeh.com/resources/brand-messaging-worksheet/)