

The Messaging Framework Every Marketing Executive Needs

Clear message = faster decisions, better leads, and higher conversion.

Build Your Messaging Foundation:

- **Core Promise**
What do you do, and why does it matter to your customer?
- **Key Differentiator**
Why should someone choose you over anyone else?
- **Target Audience Pain Point**
What are you or your target struggling with right now?
- **Emotional Connection**
What belief or feeling can your marketing address?
- **Call to Action**
What is the next step for your customer to take, and is it easy?

Crafting your messaging framework well takes deep insight, not clever wordplay. Messaging should clearly explain to your customers what solution you provide for them and why they should care. **It's not just about what you do, but WHY you do it.**

Ready to make your message matter? Visit carneyco.com/solutions, and let's build a customer strategy that takes your leads from prospect to customer.

