

BRAND MESSAGING ROADMAP



AUDIENCE	NORMAL	EXPLOSION	NEW NORMAL
	Symptoms & pain points	Triggers & impact	Personal & professional triumphs
BRAND	NORMAL	EXPLOSION	NEW NORMAL
	Reframe perceived problem to symptom	Outline solution & get buy in	Show transformation & averted failures

MISSION STATEMENT: _____

STORY PILLARS

01. AUDIENCE 1			02. AUDIENCE 2			03. AUDIENCE 3		
Normal	Explosion	New Normal	Normal	Explosion	New Normal	Normal	Explosion	New Normal
Wants:	Triggers:	Triumphs:	Wants:	Triggers:	Triumphs:	Wants:	Triggers:	Triumphs:
Pain:	Impact:	Enhanced:	Pain:	Impact:	Enhanced:	Pain:	Impact:	Enhanced:
Feelings:	Solution:	Feelings:	Feelings:	Solution:	Feelings:	Feelings:	Solution:	Feelings: