



## Steps 2 –5: Brand Messaging

**Brand promise** — *A promise you make to those who interact with you*

**Main message** — *An audience-directed statement that describes the benefit of your organization*

**Talking points** — *One set of talking points for each audience*

Who we are (description)

How we do it (programs and services that deliver your work)

Why you should care (specific to each audience)

What you can do (call to action, tell me how I can help)

## Step 6 – Implementation

Where do we need to make changes to our current marketing tools?

What do we need to recreate?