



CLICK LAB
DIGITAL

**MESSAGING
PLANNER
WORKSHEET**

Messaging Planner

Craft clear, compelling, and consistent messaging that resonates with your audience.

**Business/Project/
Campaign:** _____

Date: _____

1. Audience

Who are you speaking to? What are their goals, values, and pain points? What language do they respond to?

2. Brand Voice

What's the overall tone? (e.g. expert, playful, caring, bold) List 3 adjectives to describe your brand personality. What do you want people to feel?

3. Messaging Pillars

What are the main content themes or storylines you want to reinforce? List 3-5 key themes and why they matter to your audience.

4. Problem-Solution

Craft 2-3 messaging angles that frame a pain point and your offer as the solution. Format: "Struggling with [pain point]? Our [product/service] helps you [benefit]."

5. Value Proposition

In one short paragraph, explain: Who it's for, what problem you solve, how you do it uniquely, and what outcome you deliver.

6. Emotional Drivers

What emotions drive purchase? What objections might hold people back? List key emotional triggers and how to address common objections.

Messaging Planner (continued)

7. CTAs

List a few high-impact Call-To-Action phrases for different stages: Top of Funnel (awareness), Middle of Funnel (consideration), Bottom of Funnel (decision).

8. Social Proof

List the types of trust signals you'll include in messaging: testimonials, stats & success stories, client logos, press mentions, certifications, etc.

9. Platform Messaging

Briefly outline how your messaging tone or format might adapt across channels: Instagram, LinkedIn, Email, Website, etc. What style works best for each platform?

Summary Box

Distill your key messaging elements into a quick-reference summary. Include your primary audience, tone/voice, key pillars, elevator pitch, top objection + response, and primary CTA.