

Moving People to Listen & Notice

Frameworks for Messaging

The Pixar Story Framework: A pitch framework

1. Once upon a time there was _____
2. Every day _____
3. One day _____
4. Because of that _____
5. Because of that _____
6. Until finally _____

The Onliness Statement

Combines qualities people want (good) like value, ease of use, craftsmanship, trust, with what makes you different like quirky, sexy, offbeat, novel...

WHAT The only (category) _____
HOW that (differentiation) _____
WHO for (customer) _____
WHERE in (market category) _____
WHY who (need state) _____
WHEN during (underlying trend) _____

Sample

WHAT The only motorcycle manufacturer
HOW that makes big, loud motorcycles
WHO for macho guys (and macho “wannabees”)
WHERE mostly in the United States
WHY who want to join a gang of cowboys
WHEN in an era of decreasing personal freedom.

Key Benefits & Proofs

Write statements about the key benefits of doing business with you. Now write proofs that can back up those claims.

In one word...

Can you boil your business down to one word?

A three-word statement or three single words...

These would be your values-based descriptive words (brand attributes) that not only communicate the essence of your business but can be used to build many aspects of your brand.

Example: Slow Food: good, clean and fair

But, be prepared to answer what good, clean and fair means. Messaging should invite conversation and curiosity.

The _____ of _____

Can you fit your business into this framework?

Example: We are the Starbucks of Shoes.

The 5 Whys

Write a statement you're working on. Then ask why 5 times till you get at the core of what you're trying to say. What came up?

Your statement _____

Why _____

Why _____

Why _____

Why _____

Why _____