MESSAGING TUNING BRIEF

Because Grounded Brands Go Further

How to Use This Messaging Tuning Brief

This is a working template, not a brand exercise. Use it to set direction **before** content, campaigns, launches, or AI prompts are created so decisions are grounded, messaging stays consistent, and rework is minimized.

When to use it

- At the start of a new initiative (product, campaign, or repositioning)
- When messaging feels scattered or inconsistent
- Before briefing internal teams, agencies, or AI tools
- When feedback cycles are getting subjective or stuck

How to use it

1. Fill it out once, collaboratively. Complete with the people responsible for strategy, sales, and delivery. If it's not agreed on here, it will surface later as rework.
2. Use it as the source of truth. Keep this document open when writing copy, building decks, or reviewing work. If something doesn't align with the brief, it doesn't ship.
3. Paste it into AI prompts. The following sections provide the context AI needs to produce on-brand, relevant output. The final checklist defines when the output is "acceptable" so you don't over-iterate.
4. Reference it during review and debate. Use the brief to move feedback from opinion ("I don't like this") to alignment ("This doesn't match the buyer risk we defined").

How you'll know it's working

- Messaging sounds consistent across channels
- Reviews get shorter and more objective
- AI output needs fewer revisions
- Teams stop arguing over word swaps and focus on signal

Because **grounded brands go further**, and clarity is what keeps them grounded.

Direction (Set the Intent)

What are we creating?
(e.g., website page, launch narrative, sales deck, blog post, AI prompt, LinkedIn post)

Primary audience (be specific):
Role, industry, context, level of sophistication

Secondary audience (if any):
Who else may see this — and what they care about

Objective:
What should change after someone engages with this message?

Buyer Reality (Anchor in Truth)

Top buyer risk we remove:
(Not a feature — the thing they're trying not to get wrong)

Current state (before us):
What's frustrating, inefficient, risky, or unclear today?

Desired state (after us):
What "better" looks like in their world

Emotional undercurrent:
What they're worried about, skeptical of, or tired of

Signal (What We Want Them to Understand)

Core message (one sentence):
If they remember nothing else, they remember this

Supporting points (2-3 max):

Only what strengthens the core message

What we are *not* saying (on purpose):

Audiences, claims, or use cases we are intentionally excluding

Proof (Make It Believable)

Public proof we can point to:

(e.g., certifications, published specs, demos, case examples, quotes, artifacts)

Operational evidence:

How this shows up in practice, not promises

What we will *not* claim:

Anything we can't stand behind publicly

Guardrails (Prevent Drift)

Tone and voice:

(e.g., confident, pragmatic, jargon-light)

Words or phrases to avoid:

(e.g., "game-changing," "best-in-class," empty superlatives)

Comparisons to avoid:

Who we are not positioning against, and why

Regulatory/technical constraints:

Anything that must remain precise, compliant, or verifiable

Definition of "Acceptable" (Stop Over-Iterating)

This work is **ready** when:

- ☐ The buyer risk is clear in the first 10 seconds
- ☐ The core message can be repeated verbatim by Sales
- ☐ Every claim is supported by proof
- ☐ Nothing contradicts how we actually operate
- ☐ The message aligns with our broader narrative