Selfstorming

FRAMEWORK TEMPLATE

Message Map

A message-consistency tool: one brand truth, adapted for every audience without losing the plot. Origin: PR message-house tradition, popularised by Carmine Gallo

CORE MESSAGE

SEGMENT 1 MESSAGE

SEGMENT 2 MESSAGE

SEGMENT 3 MESSAGE

- **CORE MESSAGE:** The single shared brand outcome every audience must end up believing. One contestable sentence, not a tagline.
- **SEGMENT 2 MESSAGE:** The core message recast for audience B, with different stakes and proof. The conclusion stays identical.
- **SEGMENT 1 MESSAGE:** The core message retold in audience A's language and proof. Same conclusion, their dialect.
- **SEGMENT 3 MESSAGE:** The core message tailored to a third, often sceptical audience (gatekeeper or technical buyer). Reassure without diluting.