

A 5-Step Guide For Crafting Impactful Product Messaging.

* DIY worksheet and examples
included.



Step 1. Start With The Customer/User.

Who are you trying to reach with your product? What are their needs and pain points? Once you understand your target audience, you can start to craft messaging that speaks to them directly.

Step 2. Understand your product.

What are the key benefits of your product? What makes it unique? What problems does it solve? Once you understand your product, you can start to craft messaging that highlights its value proposition.

Step 3. Research your competitors.

What are your competitors saying about their products? What are their messaging strategies? Once you understand your competitors, you can start to craft messaging that differentiates your product from the competition.

Step 4. Create a messaging framework.

This framework should outline the key messages you want to communicate about your product. It should also include the tone and style of your messaging, as well as the channels you will use to reach your target audience.

Step 5. Test and iterate.

Once you have a messaging framework, start testing it out with your target audience. See what resonates with them and what doesn't. Then, iterate on your messaging based on the results.

Additional Tips.

- Be clear and concise: Your messaging should be easy to understand and remember.
- Be persuasive: Your messaging should convince your audience that your product is the best solution for their needs.
- Be consistent: Your messaging should be consistent across all channels, from your website to your social media to your sales collateral.
- Be creative: Don't be afraid to get creative with your messaging. Use humour, storytelling, or other techniques to grab your audience's attention and make your messaging memorable.

DIY WORKSHEET.

STEPS	DESCRIPTION	RESPONSES/OUTCOME (FILL IN THIS COLUMN)
1. Define your target audience.	<ul style="list-style-type: none">• Who are you trying to reach with your product?• What are their needs and pain points?	
2. Understand your product.	<ul style="list-style-type: none">• What are the key benefits of your product?• What makes it unique?• What problems does it solve?	
3. Research your competitors.	<ul style="list-style-type: none">• What are your competitors saying about their products?• What are their messaging strategies?	
4. Create a messaging framework.	<ul style="list-style-type: none">• This framework should outline the key messages you want to communicate about your product.• It should also include the tone and style of your messaging, as well as the channels you will use to reach your target audience.	
5. Test and iterate.	<ul style="list-style-type: none">• Once you have a messaging framework, start testing it out with your target audience.• See what resonates with them and what doesn't.• Then, iterate on your messaging based on the results.	



3 Industry Specific Examples.



FinTech

HealthTech

B2B SaaS

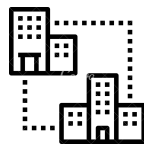


FinTech

Step	Description	Fintech Product Messaging Example
1. Define your target audience.	Who are you trying to reach with your product? What are their needs and pain points?	Small business owners who are tired of paying high fees for their business banking.
2. Understand your product.	What are the key benefits of your product? What makes it unique? What problems does it solve?	Our fintech product can save small business owners money on fees and give them access to the tools they need to grow their business. We offer a free trial so you can try it before you buy it.
3. Research your competitors.	What are your competitors saying about their products? What are their messaging strategies?	Our competitors are focused on offering the lowest fees. We are focused on offering a comprehensive suite of features that will help small business owners grow their businesses.
4. Create a messaging framework.	This framework should outline the key messages you want to communicate about your product. It should also include the tone and style of your messaging, as well as the channels you will use to reach your target audience.	Our key messages are: Save money on fees, Get the tools you need to grow your business, Try it before you buy it. Our tone is friendly and informative. We will reach our target audience through our website, email, and social media.
5. Test and iterate.	Once you have a messaging framework, start testing it out with your target audience. See what resonates with them and what doesn't. Then, iterate on your messaging based on the results.	We will test our messaging with a small group of small business owners to see what resonates with them. We will then iterate on our messaging based on their feedback.

Step	Description	HealthTech Product Messaging Example
1. Define your target audience.	Who are you trying to reach with your product? What are their needs and pain points?	Patients with chronic conditions who are struggling to manage their condition.
2. Understand your product.	What are the key benefits of your product? What makes it unique? What problems does it solve?	Our health tech product can help patients track their symptoms, stay on top of their medications, and connect with their doctors. We offer a freemium plan so you can try it before you buy it.
3. Research your competitors.	What are your competitors saying about their products? What are their messaging strategies?	Our competitors are focused on helping patients track their symptoms. We are focused on helping patients stay on top of their medications and connect with their doctor.
4. Create a messaging framework.	This framework should outline the key messages you want to communicate about your product. It should also include the tone and style of your messaging, as well as the channels you will use to reach your target audience.	Our key messages are: Track your symptoms, Stay on top of your medications, Connect with your doctor. Our tone is compassionate and supportive. We will reach our target audience through our website, app, and social media.
5. Test and iterate.	Once you have a messaging framework, start testing it out with your target audience. See what resonates with them and what doesn't. Then, iterate on your messaging based on the results.	We will test our messaging with a small group of patients with chronic conditions to see what resonates with them. We will then iterate on our messaging based on their feedback.

B2B SaaS



Step	Description	B2B SaaS Product Messaging Example
1. Define your target audience.	Who are you trying to reach with your product? What are their needs and pain points?	Marketing managers who are looking for a way to improve their marketing ROI.
2. Understand your product.	What are the key benefits of your product? What makes it unique? What problems does it solve?	Our B2B SaaS product can help marketing managers track their marketing campaigns, measure their results, and make better decisions about their marketing spend. We offer a free demo so you can see how our product works.
3. Research your competitors.	What are your competitors saying about their products? What are their messaging strategies?	Our competitors are focused on tracking website traffic and leads. We are focused on tracking marketing campaigns and measuring their results.
4. Create a messaging framework.	This framework should outline the key messages you want to communicate about your product. It should also include the tone and style of your messaging, as well as the channels you will use to reach your target audience.	Our key messages are: Track your marketing campaigns, Measure your results, Make better decisions about your marketing spend. Our tone is professional and results-oriented. We will reach our target audience through email, webinars, and white papers.
5. Test and iterate.	Once you have a messaging framework, start testing it out with your target audience. See what resonates with them and what doesn't. Then, iterate on your messaging based on the results.	We will test our messaging with a small group of marketing managers to see what resonates with them. We will then iterate on our messaging based on their feedback.

