**<Client Name>**

Messaging Framework



|  |  |  |
| --- | --- | --- |
| What first impression do we want our audiences to have when they interact with our content? | What do we want our audiences to know or believe about the value we provide? | What will demonstrate that what we want them to know or believe is true? |
| <Insert text> | <Insert text> | *<Insert text>**<Insert text>* *<Insert text>*  *<Insert text>* |