

MessageDeck

Print Your Own – Sampler Deck v1

Hi there! You're holding the Print Your Own PDF edition of the MessageDeck Sampler.

This workshop facilitation tool will help you, your team, and your partners better articulate your fundamental, first-principal messaging.

This Sampler Deck Contains

- **One** Guide Card
- **Two** Idea Cards
- **Three** Story Cards
- **Three** Value Cards
- **One** Mantra Cards
- **Three** Proof Point Cards
- **Five** Technical Cards
- **One** Focus Cards

The Full Core Deck Contains

- **Nine** Guide Cards
- **Fifteen** Idea Cards
- **Eighteen** Story Cards
- **Ten** Value Cards
- **Five** Mantra Cards
- **Eight** Proof Point Cards
- **Twenty-Two** Technical Cards
- **Ten** Focus Cards
- **Five** Audience Cards
- **Plus** blank cards to create your own prompts!

To Use the Cards

An overview video can be found at <https://messagespecs.com/messagedeck/how-to>, or use the QR code below.



To Print

This document has been formatted for 8.5 x 11 inch (legal) printing and you should use the heaviest cardstock possible for best results. Print at 100% scale with no bleeds or borders for the largest cards possible. Each page has been formatted to align front to back when printed double-sided, flipped on the long edge.

To Cut

I've set this up and provided a cutting template designed for the Cricut cutting machine or similar machines. To access the template visit <https://design-beta.cricut.com/landing/project-detail/64838dd188652eb3c1c4c2e9>. If you're missing it, or need assistance, please email me.

Email me with any questions at joel@messagespecs.com and thank you for your support!



Joel Benge
Principal, MessageSpecs LLC



MessageDeck Sampler



Story
CINEMA

If your company was a movie character, what is the franchise?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Value
INTANGIBLES

What intangible upshots do you offer?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Mantra
REPETITION

What phrase do you find yourself repeating often?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Idea
WAKE UP

What's the inspiration to action in your industry?
Why do you and your audience get up in the morning?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Story
TENSION

Where do you feel the tension between your consumers and their stakeholders?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Value
TANGIBLE

What tangible upshot do you offer?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Idea
INDUSTRY

What is something you would change about your industry?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Story
COCKTAIL PARTY

Introduce your company or solution like you were at a cocktail party.
(No bullets! No agenda!)

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



Value
SUPER POWER

How do you empower your customers?
Give it a name.

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



MessageDeck Sampler

Story

MESSAGEDECK © 2023 MessageSpecs LLC

Idea

MESSAGEDECK © 2023 MessageSpecs LLC

Idea

MESSAGEDECK © 2023 MessageSpecs LLC

Value

MESSAGEDECK © 2023 MessageSpecs LLC

Story

MESSAGEDECK © 2023 MessageSpecs LLC

Story

MESSAGEDECK © 2023 MessageSpecs LLC

Mantra

MESSAGEDECK © 2023 MessageSpecs LLC

Value

MESSAGEDECK © 2023 MessageSpecs LLC

Value

MESSAGEDECK © 2023 MessageSpecs LLC

Proof Point
WINS



What wins have you had and how can you celebrate them?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Technicals
DO



What does your solution do?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Focus
SO WHAT?

So what?

Dig deeper and get to the heart of the matter.

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Proof Point
TESTIFY!



Talking about yourself is weird. What can you get someone else to say about you?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Technicals
COST



What is your pricing model?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Technicals
WORK



How does your solution work?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Proof Point
ENVIRONMENT



What third-party statistics or trends support your case?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Technicals
COST SAVINGS



What cost savings can users achieve with your solution?

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC

Technicals
PLUGINS



Where do you plug in? Think partners, technologies, and platforms.

Sampler Deck



MESSAGEDECK © 2023 MessageSpecs LLC



MessageDeck Sampler

Proof Point

core v.1

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Proof Point

core v.1

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Proof Point

core v.1

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Technicals

MESSAGEDECK

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Technicals

MESSAGEDECK

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Technicals

MESSAGEDECK

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Focus

MESSAGEDECK

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Technicals

MESSAGEDECK

© 2023 MessageSpecs LLC

📄 📄 📄 📄

Technicals

MESSAGEDECK

© 2023 MessageSpecs LLC

📄 📄 📄 📄



MessageDeck Sampler

core v1



HEART

Emotion =
Attention



HEAD

Logic =
Engagement



GUT

Credibility =
Conversion



MESSAGEDECK

© 2023 MessageSpecs LLC

Focus

STRIP IT!

Remove any technical terms or
jargon from this card.

(Yes, even that one term you
really love.)

Sampler Deck

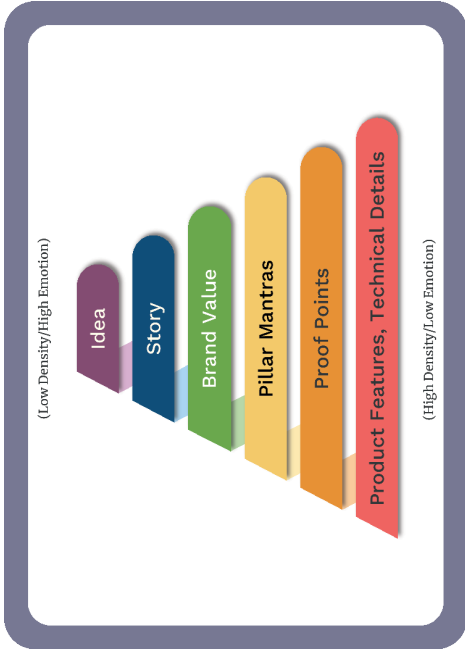


MESSAGEDECK

© 2023 MessageSpecs LLC



MessageDeck Sampler



Focus

© 2023 MessageSpecs LLC