

Content Camp

Content Mapping – Brand Message & Vision

MESSAGE: WHAT

What do you do? What do you offer?

MESSAGE: WHO

Who do you work with? Be specific.

MESSAGE: RESULTS

What results do you get for your clients? Time, money, feeling, life improvements?

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(Continued)

MESSAGE:HOW

How are you uniquely qualified?

VISION

What's your why? Why do you do what you do? Make it customer-centric.