**YOUR COMPANY INFO**

**CONTENT & BRAND MAP**

|  |  |
| --- | --- |
| **Brand Message** |  |
| **Brand Vision** |  |
| **Tone & Manner** |  |
| **Desired Feelings for Customers** |  |

**Brand Mission Statement**

Intro text. What you do and how you do it.

I believe (fill in your core beliefs/values that guide your brand)

To accomplish this goal we will never:

* Fill In
* Fill In
* Fill In

But we absolutely will:

* Fill In
* Fill In
* Fill In

**Content Strategy**

|  |  |
| --- | --- |
| **Who is Your Client?** |  |
| **What Are Their Information Needs?** |  |
| **How Can You Best Serve Them?** |  |
| **What Content Aligns with your Mission, Vision and Values?** |  |