

YOUR

BRAND'S

GUIDELINES

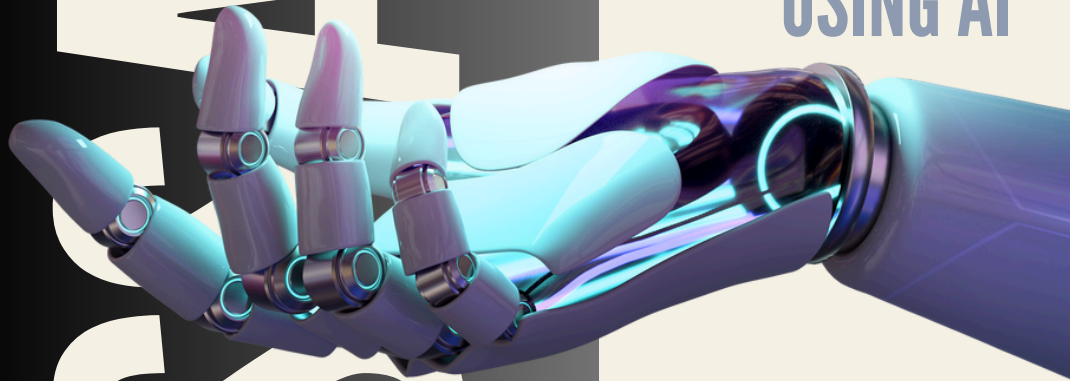
# MESSAGING

HOW TO BUILD  
YOUR BRAND'S  
MESSAGING  
GUIDELINES  
[FOR FREE]  
USING AI

## STEP-BY-STEP

To connect deeply, we  
must optimise the way we  
communicate.

*Carly Lumsden.*



# THE BASICS

*Carly Lumsden.*

Messaging guidelines (or frameworks) describe the “rules” your brand puts in place to create your brand voice and support consistent messaging.

## **BUILD TRUST**

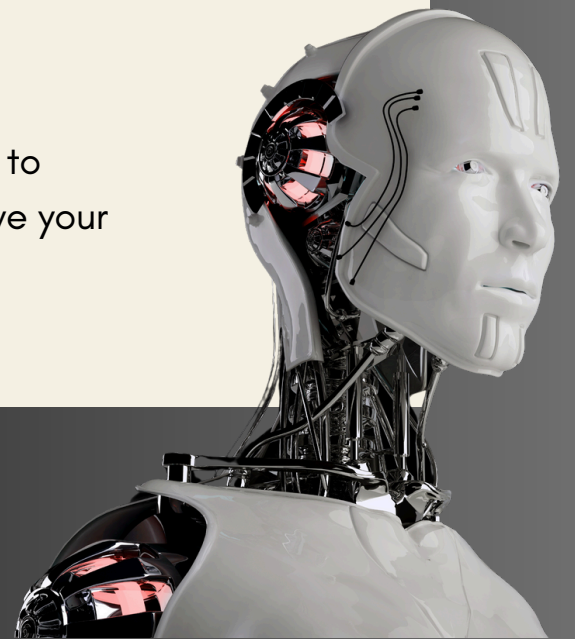
Consistency = safety. One way to build a bond with your dream customer is through consistent messaging on all platforms. Inconsistency leads to subconscious feelings of distrust and lack of safety.

## **SPEAK THEIR LANGUAGE**

Use lingo your target audience relates to. They want to feel understood, so start by speaking to them how they want to be spoken to. The right words have the power to build instant bonds.

## **STAND OUT & ALIGN**

What sets your brand apart from the rest? Being able to communicate WHY you're different and HOW you serve your audience is crucial for alignment.



# How to make the most of this workbook...

1. Write all of your answers down as you go through this exercise.
2. Put your messaging guidelines in a [Canva workbook](#) and share them with anyone working with your brand, like freelancers or future employees.
3. If you want to go a more affordable route when it comes to organic content creation moving forward, you can put these messaging guidelines in [Reword](#). This is my favourite option because [Reword's](#) AI learns your brand voice and then creates strong written content (like blog posts) that don't sound "salesy" or like a robot wrote them (hehe). They're also an ethical company that promises to never go people-free despite their AI-based business.

*Lastly, stay true to your brand.*

AI is a great way to expand your impact without overspending, but make sure to use tools that keep the human "feel" alive!

1. Add lingo that your audience connects with.
2. Always proofread AI content and edit it if it feels too robotic.
3. And remember, AI is meant to help you expand, not replace you entirely. Don't forget that human connection is valuable!

*Now let's get into the questions!*

## MESSAGING GUIDELINES

# STEP-BY-STEP

Open ChatGPT, create an account and ask it the following questions (must be asked one-after-another in the same thread):

1

### GET CLEAR ON YOUR TARGET AUDIENCE

"My brand's purpose is to \*insert your purpose\* and its values are \*insert values\*, knowing this, can you identify my target audience and write up buyer personas."

2

### IDENTIFY THE BEST WAY TO SPEAK TO THEM

"Knowing my target audience, what brand voice and tone would connect with them the most?"

3

### COMMUNICATE WHY YOUR BRAND IS SPECIAL

"Can you write a USP (Unique Selling Proposition) for my brand?"

4

### CREATE KEY MESSAGING PIECES

"Now can you please write my mission statement followed by some catchy taglines?"

5

### FINALIZE YOUR MESSAGING RULES

"Lastly, now that you understand my brand, what other messaging guidelines should we follow?"

*Carly Lumsden.*