

7 Storytelling Steps That
Make Branding Easy

EDITABLE

Messaging Assessment Worksheet



Messaging Assessment

1. Is the message you are communicating helping customers understand how you can help them survive and thrive?

(rate on a scale of 1 to 10)

NOT AT ALL ABSOLUTELY

1 2 3 4 5 6 7 8 9 10

2. Can your customers name the main problem your company solves if we ask them?

(rate on a scale of 1 to 10)

NOT AT ALL ABSOLUTELY

1 2 3 4 5 6 7 8 9 10

3. Is your message clear and simple?

(rate on a scale of 1 to 10)

NOT AT ALL ABSOLUTELY

1 2 3 4 5 6 7 8 9 10

Reflective Questions

1. Have you clearly identified the problem your company solves?

(rate on a scale of 1 to 10)

NOT AT ALL ABSOLUTELY

1 2 3 4 5 6 7 8 9 10

A horizontal scale from 1 to 10. The scale is represented by a line with small circles at each integer. A larger circle is positioned at the number 10, indicating the selected rating.

2. How often do you talk about your customer's problems?

(rate on a scale of 1 to 10)

NOT AT ALL ALL THE TIME

1 2 3 4 5 6 7 8 9 10

A horizontal scale from 1 to 10. The scale is represented by a line with small circles at each integer. A larger circle is positioned at the number 10, indicating the selected rating.

3. How much does your organization play the hero in the story rather than treating your customer as the hero?

(rate on a scale of 1 to 10)

WE ARE THE HERO THEY ARE THE HERO

1 2 3 4 5 6 7 8 9 10

A horizontal scale from 1 to 10. The scale is represented by a line with small circles at each integer. A larger circle is positioned at the number 10, indicating the selected rating.

4. Does your customer know what's at stake if they don't do business with you?

(rate on a scale of 1 to 10)

NOT AT ALL ABSOLUTELY

1 2 3 4 5 6 7 8 9 10

A horizontal scale from 1 to 10. The scale is represented by a line with small circles at each integer. A larger circle is positioned at the number 10, indicating the selected rating.

Note Paper:

