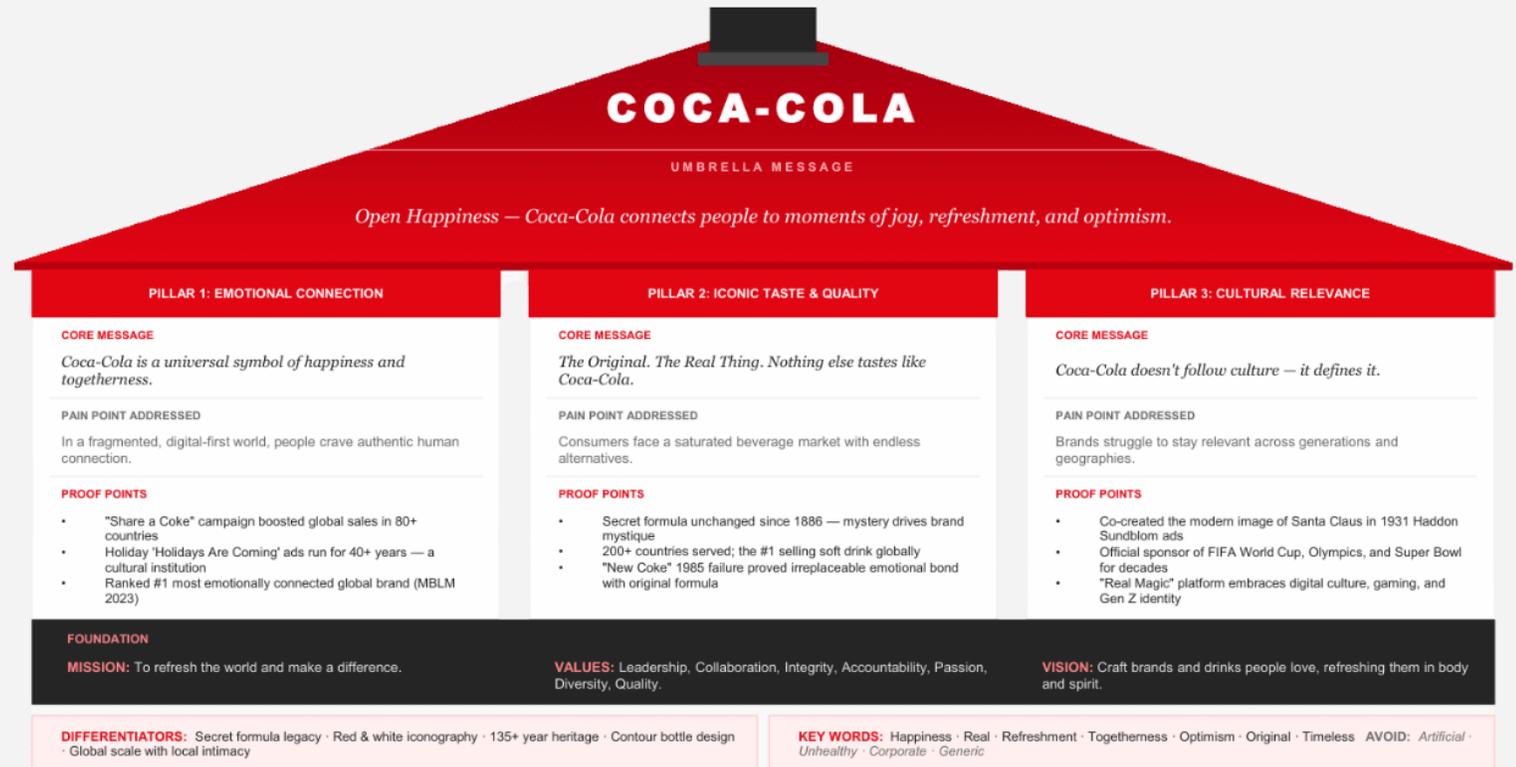


Brand Message House

3 Fillable Templates for Brand Messaging



How to Use These Templates

1

Pick one structure

Choose the template that best fits your client's communication challenge.

2

Fill placeholders

Replace every grey text box with your client's actual content.

3

Test the logic

Each proof point must directly support its pillar. Each pillar must support the roof.

4

Duplicate & iterate

Keep a blank master copy. Duplicate for each new client or project.

CORE MESSAGE / OVERARCHING PROMISE

What is the single most important thing your audience must believe, feel, or remember? Write it here.

PILLAR 1

Core claim that supports your main message

Proof Point A

Fact, stat, or example

Proof Point B

Fact, stat, or example

Proof Point C

Fact, stat, or example

PILLAR 2

Core claim that supports your main message

Proof Point A

Fact, stat, or example

Proof Point B

Fact, stat, or example

Proof Point C

Fact, stat, or example

PILLAR 3

Core claim that supports your main message

Proof Point A

Fact, stat, or example

Proof Point B

Fact, stat, or example

Proof Point C

Fact, stat, or example

FOUNDATION | Brand Purpose, Values & Differentiators

What you stand for and what makes you different from every alternative

PURPOSE & PROMISE

What is the overarching reason this brand/product/campaign exists? What promise are you making?

AUDIENCE 1	AUDIENCE 2	AUDIENCE 3
<p>BENEFIT</p> <p><i>What value does this audience get?</i></p>	<p>BENEFIT</p> <p><i>What value does this audience get?</i></p>	<p>BENEFIT</p> <p><i>What value does this audience get?</i></p>
<p>PAIN POINT</p> <p><i>What specific problem does this solve for them?</i></p>	<p>PAIN POINT</p> <p><i>What specific problem does this solve for them?</i></p>	<p>PAIN POINT</p> <p><i>What specific problem does this solve for them?</i></p>
<p>KEY MESSAGE</p> <p><i>One sentence they must walk away believing</i></p>	<p>KEY MESSAGE</p> <p><i>One sentence they must walk away believing</i></p>	<p>KEY MESSAGE</p> <p><i>One sentence they must walk away believing</i></p>
<p>PROOF POINT</p> <p><i>Evidence or reason to believe</i></p>	<p>PROOF POINT</p> <p><i>Evidence or reason to believe</i></p>	<p>PROOF POINT</p> <p><i>Evidence or reason to believe</i></p>

KEY WORDS & PHRASES TO USE

List key words and phrases to use consistently

WORDS & PHRASES TO AVOID

What NOT to say in communications

BRAND VISION / UMBRELLA MESSAGE

The single overarching narrative: what your brand believes, who it's for, and the world it's building

KEY MESSAGE: BELIEF

What fundamental truth or conviction drives this brand?

KEY MESSAGE: CHALLENGE

What problem or gap in the market makes this brand necessary?

KEY MESSAGE: MODEL

What is the approach, method, or product that solves the challenge?

KEY MESSAGE: RESULTS

What outcomes, proof, or transformation does this brand deliver?

PROOF POINT 1

Fact, case study, stat, or story

PROOF POINT 1

Fact, case study, stat, or story

PROOF POINT 1

Fact, case study, stat, or story

PROOF POINT 1

Fact, case study, stat, or story

PROOF POINT 2

Fact, case study, stat, or story

PROOF POINT 2

Fact, case study, stat, or story

PROOF POINT 2

Fact, case study, stat, or story

PROOF POINT 2

Fact, case study, stat, or story

PROOF POINT 3

Fact, case study, stat, or story

PROOF POINT 3

Fact, case study, stat, or story

PROOF POINT 3

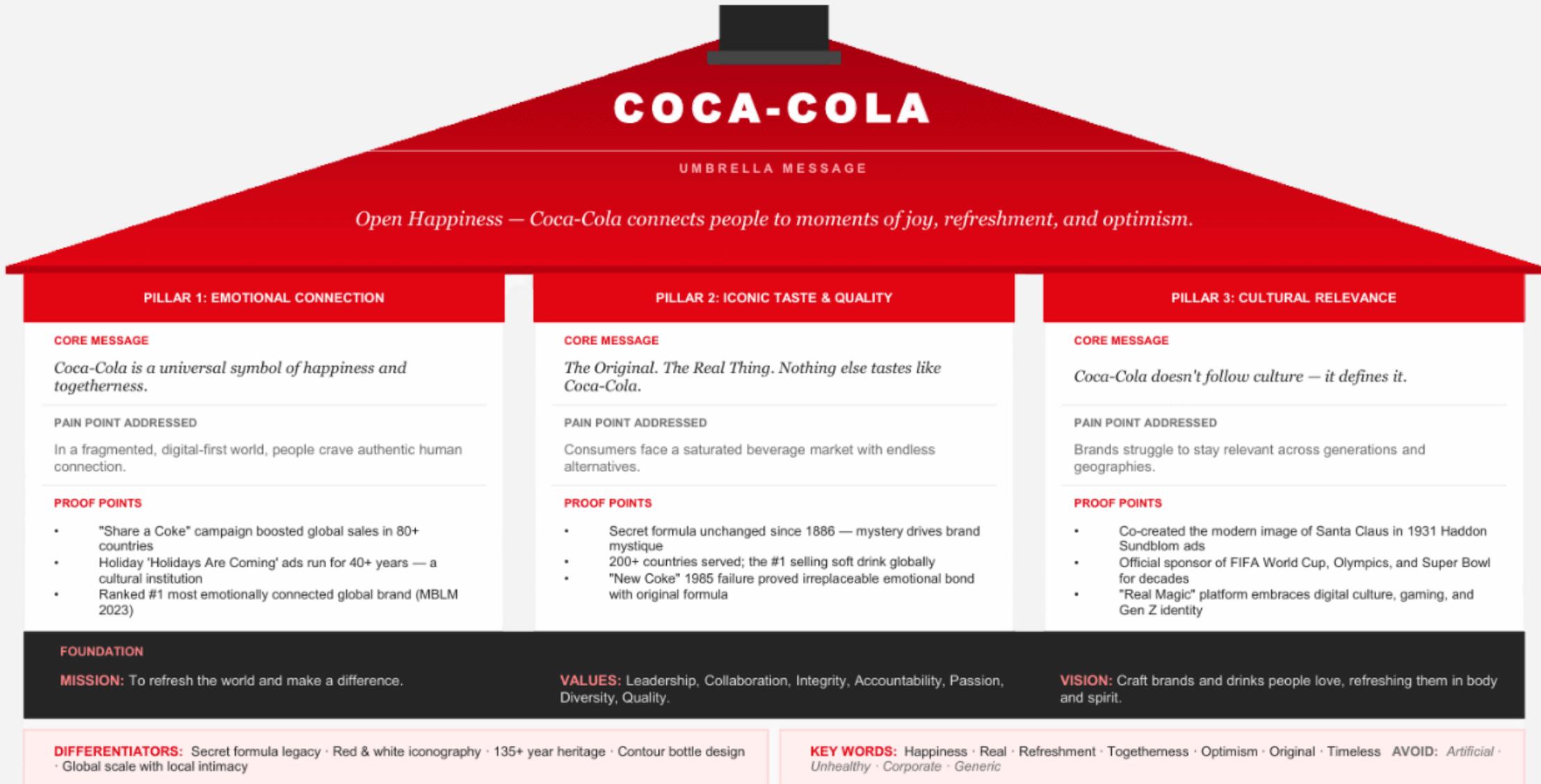
Fact, case study, stat, or story

PROOF POINT 3

Fact, case study, stat, or story

CONTEXT & CREDIBILITY

Why this brand / who is behind it / what makes it credible to say all of the above



Here are some brand + AI courses that help you grow, and if you would like to, you can work with me. I'm happy to show you how to build a strong brand, how to teach AI for your brand, and how to keep brand consistency.

do all things with love, connect the dots

- Digital AI-first brand and marketing manager
- International marketing experience across Europe
- csomaajna.com - helping businesses build strong brands

STRATEGIC BRAND BUILDING THAT HELPS YOUR BUSINESS TAKE A BIGGER BITE OUT OF THE MARKET

I work directly with selected businesses on brand strategy and implementation. Whether you're rebranding, building consistency, or creating a brand from scratch, I bring the strategic thinking and practical execution to make it happen.

[Fill Pre-Screening Form ↓](#)

Branding > Brand Management



AI Powered Brand Personality and Brand Voice Masterclass

Claude, ChatGPT, Customer Research, Branding, Personality, Strategy and Execution, Brand Management

4.8 ★★★★★ (2 ratings) 10 students

Created by [Ajna Cosma](#)

Marketing > Branding



Brand Storytelling Mastery - AI Brand Storyteller Inside

Building Extraordinary Brands With AI

4.3 ★★★★★ (2 ratings) 6 students

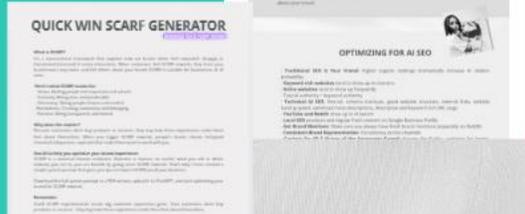
Created by [Ajna Cosma](#)



AI SEARCH OPTIMIZATION

AI SEARCH OPTIMIZATION - SEO-SEO-AID

OPTIMIZING FOR AI SEO



QUICK WIN SCARF GENERATOR

Download the full system prompt



READY FOR TRANSFORMATION?

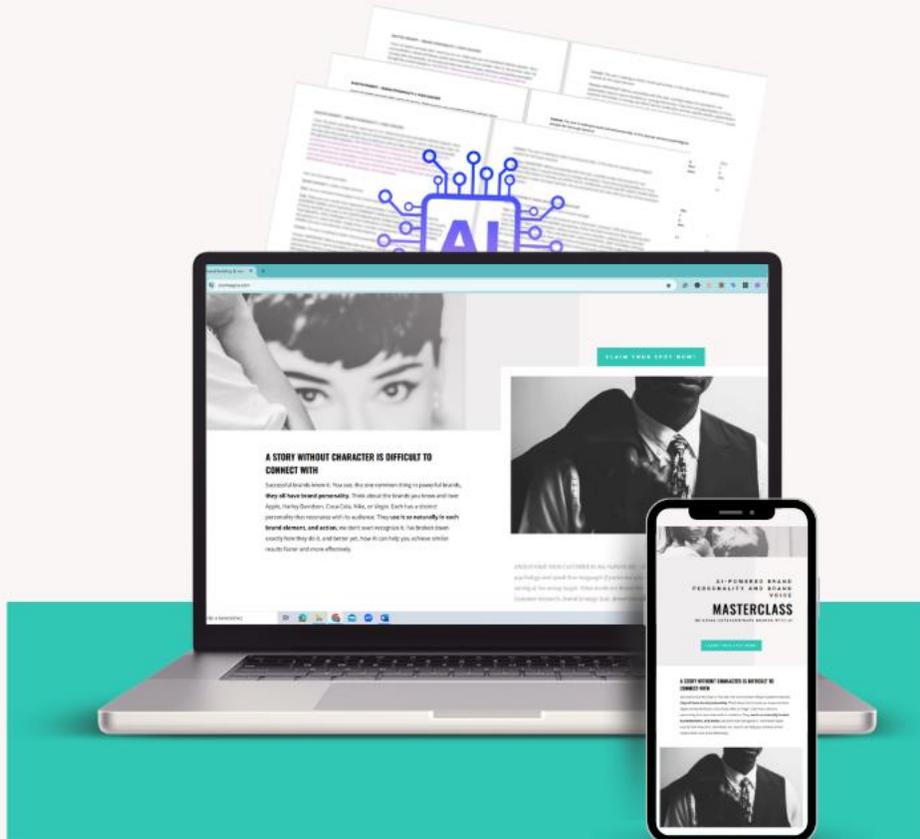


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 Branding with AI

Brand Personality and Brand Voice Masterclass

Building Extraordinary Brands With AI
Exclusive AI Brand Manager Tool is inside!



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Building Extraordinary Brands With AI
Free AI Brand Storyteller Assistant Tool is inside

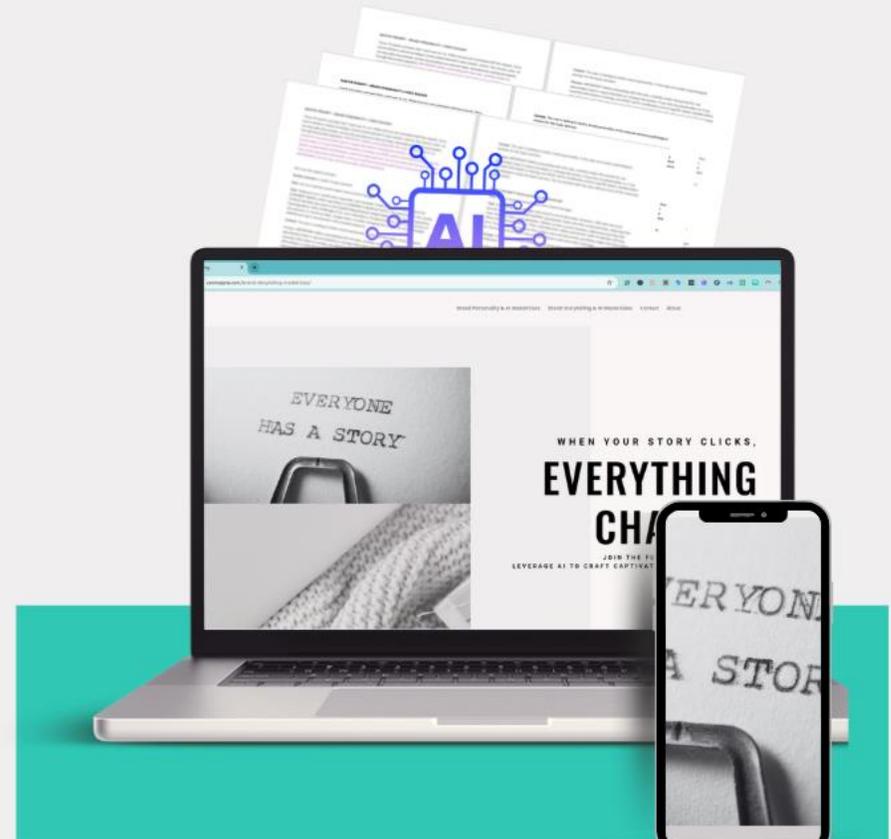


TESTIMONIAL



"I did not realise that you could build a full brand personality using AI. I would recommend this course to all marketers out there. All lessons were engaging and packed with videos. You will work away knowing how to build a BRAND people fall in love with."

Salma Bhurtun
MIC BA MBA, Seasoned Marketing Professional



[Claim your spot now](#)



Brand Health Check

SCAN ME!



TAKE THIS
**6-QUESTION
ASSESSMENT**

TO DISCOVER WHICH BRANDING MISTAKES ARE COSTING YOU CUSTOMERS AND REVENUE

Brand and Marketing Audit

SCAN ME!



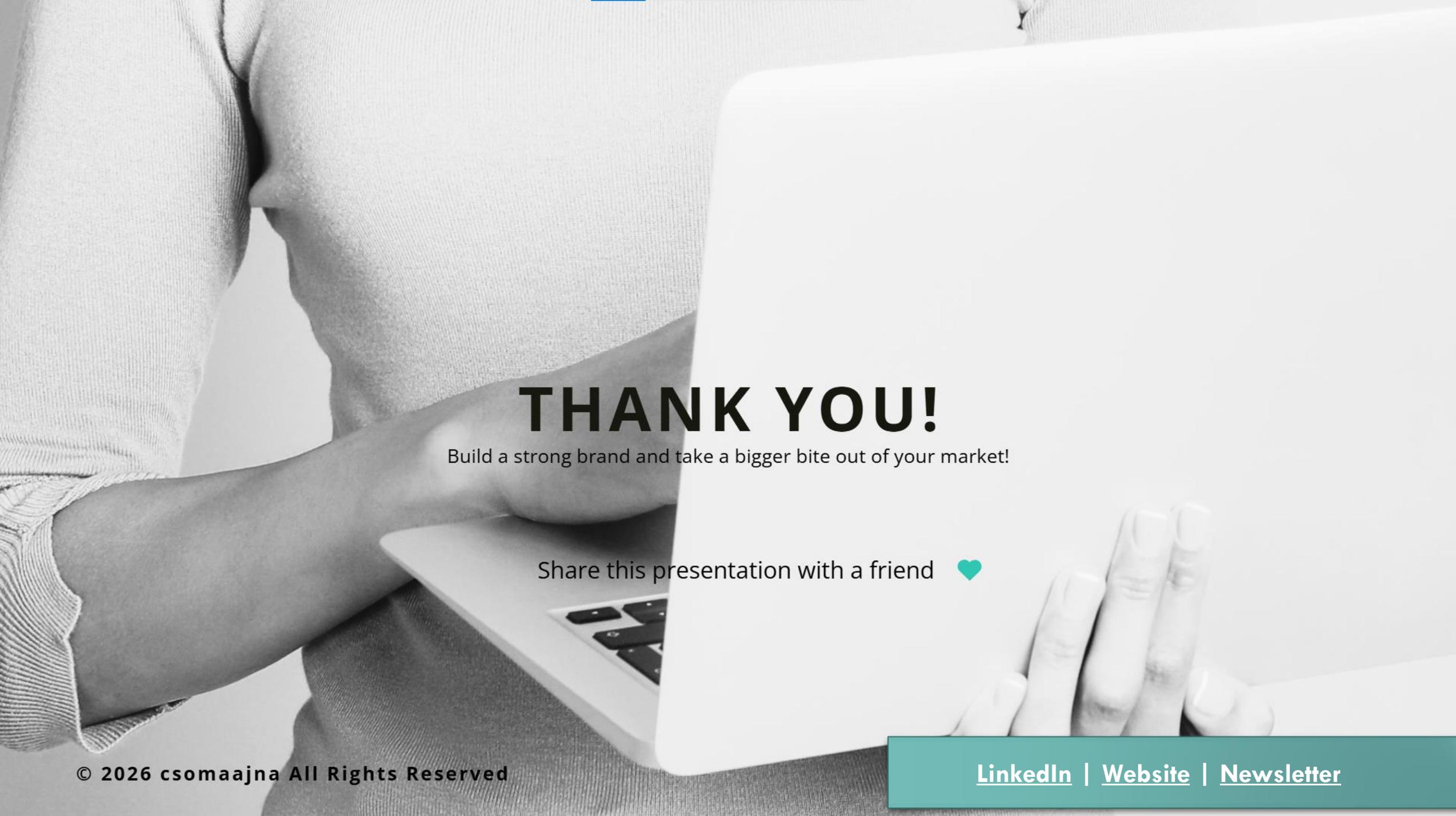
Brand Services

SCAN ME!



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THANK YOU!

Build a strong brand and take a bigger bite out of your market!

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