

The Messaging *Clarity Map*

FREE EDITION

Before you can build a brand that makes waves, you have to know what you are saying, and who you are saying it to. This is the map I run with every client before I touch a single color.

Fill it in, top to bottom, in one sitting. By the end your message will be clear. That clarity is the whole game. One rule as you go: write the honest answer, not the impressive one. The honest version always lands harder.

PART ONE · YOUR MESSAGE

1 Who do you serve?

Get specific. Not "women" or "small business owners." The actual person. Where they are, what they are stuck on.

Ask yourself:

- Who is the one person I do my best work for?
- Where are they right now, and what are they tired of?

Primary audience

Secondary audience (optional, keep it to one)

for example,

Health coaches two to four years in, who built a real client base by word of mouth and outgrew the free-Canva brand they started with. They know their work changes lives. They are starting to feel their brand does not say so.

2 What is your core transformation?

Every strong brand moves someone from a before to an after. Name the shift you create. One sentence.

Ask yourself:

- Where are they before they work with me?
- Where are they after?

Before to after, in one line

for example,

I help health coaches go from a brand that looks like a hobby to one that finally matches the results they get.

3 Your three signature problems

The real ones. The problems they would say out loud to a friend. Not the ones you wish they cared about.

Ask yourself:

- What do they complain about right before they come to me?
- What is the quiet fear underneath the practical complaint?

One

Two

Three

for example,

One, their brand looks nothing like the premium service they deliver. Two, they are embarrassed to send their own link. Three, no consistent look, so every post feels like starting over.

4 Your three signature outcomes

The flip side of the problems. What they walk away with. Concrete, not vague.

Ask yourself:

- When this is fixed, what is different in their business and in how they feel?

One

Two

Three

for example,

One, a brand that looks as established as they are. Two, a link they are proud to hand out. Three, a cohesive look they can post inside without reinventing it every week.

PART TWO • YOUR CONTENT

Once your message is clear, your content has a home. Most people drown here trying to run five or six themes at once. You do not need that many. Break it into three buckets. Everything you post fits in one lane. That is the clarity.

5 Your three content buckets

Ask yourself:

- What are the three things I could talk about forever that serve them?
- Does every idea I post fit in one of these three?

Bucket one

Bucket two

Bucket three

For example,

One, Proof: client wins, before and afters, real results. Two, Teach: the how and why only they can explain. Three, Them: the person behind the practice, so people trust them before they book.

You made it. Now what?

If your answers came fast and clear, you are further along than most. Build from this. If some felt fuzzy, that is not a failure. That is the exact fuzziness that shows up in a brand that does not quite land yet. It is fixable, and it is the first thing I fix.

Take this map and build from it yourself. It is yours. Or, when you are ready for a brand that matches everything you just mapped, that is what I do. You built the business. Let's build the brand to match.

Make waves, not noise.

Samantha

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