



Hero Message Map

USE THIS PRINTABLE WORKSHEET TO DEFINE YOUR BRAND VOICE, MESSAGE CLARITY, AND CONTENT DIRECTION—ALL ROOTED IN CONFIDENCE AND AUTHENTICITY. GRAB A PEN, GET HONEST, AND MAP OUT WHAT MAKES YOUR BRAND UNFORGETTABLE.

YOUR ORIGIN STORY

WHAT SPARKED YOUR BRAND? WHAT OBSTACLES SHAPED YOUR MISSION?
(THINK BEYOND YOUR BIO. MAKE IT REAL, NOT REHEARSED.)

YOUR MISSION STATEMENT

WHAT ARE YOU TRULY HERE TO DO?
(AIM DEEPER THAN "HELPING PEOPLE." WHAT DO YOU CHANGE?)

YOUR PEOPLE

DESCRIBE THE AUDIENCE YOU'RE HERE TO SERVE. WHAT DO THEY CRAVE, FEAR, AND STRUGGLE WITH?

HERO VOICE POWER WORDS

DESCRIBE THE AUDIENCE YOU'RE HERE TO SERVE. WHAT DO THEY CRAVE, FEAR, AND STRUGGLE WITH?

you Got This!

Alyssa

