



Message Map Tool Kit

Align Your Story to Your Audiences

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The Message Map Framework

At the center is your Essential Story. From there, you translate it across key audiences by understanding what they care about and how to express your story in a way that resonates

Audience Who are you trying to reach?

What They Care About What matters most to them? What are their priorities?

What You Tell Them How do you express your story in a way that connects?

Build your Message Map:

Start with the one clear, consistent story that defines who you are, what you do, and why it matters. This is your Essential Story. And, this is the foundation for all messaging and should remain unchanged as you adapt it for different audiences. Your Essential Story should be simple and concise so it can be easily referenced and repeated by all members of your internal team and external partners.

CONTEXT Today, _____

PROBLEM However, _____

APPROACH We have developed / We are building _____

IMPACT As a result, _____

BELIEF We believe _____ •

Tip: If your story feels too technical, revisit your value shift. Your strongest stories describe what changes for people, not just what you've built.

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INSERT YOUR ESSENTIAL STORY

Tip: If you are unsure where to start, revisit the Essential Story Guide. A strong Message Map begins with a clear, well-defined story.

Target your messaging so it resonates. Who are you trying to reach?

Identify the key stakeholders you need to communicate with. These may include investors, clinicians, patients, partners, or internal teams. Focus on the audiences that have the greatest influence on your success and decision-making process.

Be specific. Avoid broad groups and instead define the real people behind them, their role, their responsibilities, and the context in which they engage with your company. Now translate your Essential Story. You are not changing your story. You are changing the emphasis.

Primary Target Audience	Secondary Target Audience	OTHER Target Audiences
What they care about:	What they care about:	What they care about:
What we tell them:	What we tell them:	What we tell them:

Tip: If you are unsure how to define your audience, reference the Target Audience Persona Template. The more clearly you understand who they are, the more effectively you can communicate what matters to them.

Brand Strategy
& Positioning

Corporate
Communications

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& Insights

Event Management
& Experiential Marketing

Marketing & Advertising
Campaigns

Digital Marketing
& Technology Integration

Content Creation
& Thought Leadership

Our mission is to grow the life sciences,
medtech, and biotech industries.

We do this by helping innovators build powerful
brands through compelling, strategic storytelling.

Interested in learning more? Let's start a conversation.

Reach out and let's discuss how our services may be right for you.

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