MODULE 4: BRAND, IDENTITY AND MESSAGING

Your message house

Lesson: The message house: headline, pillars and proof · about 15 minutes

Build the one-page structure that keeps all your copy on the same idea.

Your business (name, service, main city):

1. **Write your roof message in eight to twelve words, starting from the short version of your positioning statement.**

2. **List the hesitations clients raise before booking. Group them into understanding, delivery and fair deal.**

3. **Write three pillars as messages in the client's language, not as labels.**

4. **Under each pillar, list at least two proof points and where the evidence for each is kept.**

5. **Check every proof point: is it current, genuine, free of undisclosed connections, and free of unsupported regular-price claims?**

6. **Plan one month of content with an equal number of posts for each pillar.**

Check: can you now

- Build a message house with a headline, three pillars and three proof points under each
- Map the message house onto your website, profiles, phone pitch and content calendar
- Check each proof point against Canadian rules on testimonials, reviews and regular-price claims

One change you will make this week