

Value messaging scorecard.

Review your marketing messaging and score yourself. Ask your team to complete and compare results. In the areas you rate yourself a “0” or “1,” there may be an opportunity to enhance your messaging.

| HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR MESSAGING? | | SCORE |
|---|--|---|
| | | 2 = I fully agree 1 = I somewhat agree 0 = I do not agree |
| Who | You articulate your ideal client clearly, and in a way that resonates with them. | |
| What | You outline your solutions and services and clearly articulate your service offerings. | |
| Why | The impact and/or benefit is clear, and relevant to your ideal client. | |
| How | You explain how you do what you say you will do. | |
| Differentiated | You showcase your “uniques,” the things that differentiate you. You’ve validated that your “uniques” matter and are in fact viewed as differentiators to your ideal clients. | |
| Consistent | Your key messages consistently show up on your website, marketing, and in conversations across your team. | |
| Validated | You provide evidence through stories, samples, stats, etc. to show not just tell. | |
| Bonus | You and your team share your value messaging often. | |
| Total Points | | |
| Messaging Score (total points / 16) | | % |
| <p>How will you improve your messaging?</p> <p>What’s the first step you will take?</p> <p>What about the three steps after that?</p> | | |



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