

# Value messaging activation checklist.

You’ve created your value messaging. Now it’s time to put your new messaging to work. Use this planning tool and checklist to ensure you are consistently communicating your value across your business.

TO UPDATE		NOTES	OWNER	STATUS
Website	Homepage			
	About us			
	Services			
	Other pages			
Social media profiles	Corporate			
	Personal			
Marketing content				
Your team				
Professional partners				
Clients				
Conversations				



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