

Want to create a practical message map that guides everyone who represents your business to communicate your story and value proposition clearly and consistently - at every touchpoint? If yes, this JUT in practice tool is for you.

It will help you to define the essence of your brand and create **a clear reference point for your team, partners, and content**. It is also handy in group sessions - where you and your partners and teams brainstorm, shape and create your brand and story together.

By identifying the elements that go into your Key Message Map you are creating an organisational hymn sheet, a central source of truth where your core messages live - the common thread and the foundation of your positioning toolkit.

For extra inspiration, read our article: "Why Your Story & Value Proposition Matter, And Why Every Business Needs a "Hymn Sheet."

1. Define Your Purpose & Mission

Why do you exist? What drives your business forward?

Your purpose and mission anchor everything. It reminds you - and your team and partners - why the business exists and what it stands for.

<p>Prompt: Write a short statement that captures your "why."</p>	<p>Example: We help [who] to [do what] so that [impact].</p>	<p>Nudge: Revisit your founding story or the moment that sparked your business idea. That's often where your true purpose lives.</p>
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Use this guideline to complete the worksheet on the next page - and shape a clear, confident Key Message Map for your business.

2. Clarify Your Value Proposition

What do you deliver, and for whom?

This is your statement of value - what you do, who it's for, and why it matters.

<p>Prompt: Describe what you offer, who it's for, and what makes it different.</p>	<p>Example: For [audience], we deliver [outcome] through [approach], so that [benefit].</p>	<p>Nudge: Focus on the results you create and the problems you solve best. That's your value in action.</p>
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When created, reframe your statement as an offer to the client.

3. Define Your Brand Promise

What can people expect when they engage with you?

Your brand promise sets expectations. It defines the experience people associate with your business.

<p>Prompt: Write one sentence that captures what people can consistently expect from you.</p>	<p>Example: We bring [value] in a way that is [experience]</p>	<p>Nudge: Think about what clients say about working with you - that's often where your promise is already visible.</p>
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4. Shape Your Narrative & Key Pillars

What are the 3 to 4 core themes you want to be known for - or associated with?

These are the ideas or concepts you want people to remember, usually built around your differentiators. You can also see them as positioning statements.

<p>Prompt: List your key pillars and describe how each supports your story.</p>	<p>Example: Depends on the business and industry. We are [position in the market] within [industry / speciality]. We [invest] in to [what] better.</p>	<p>Nudge: Look at your industry (rules of play and key success factors), customer and stakeholder expectations and conversations, and client wins - what themes naturally show up constantly and which are important to include at present?</p>
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5. Identify Your Proof Points & Reasons to Believe

Why should people trust and believe in you?

Your proof points make your message credible and believable. These are the facts, testimonials, data, or stories that back up your claims and promises - helping you build credibility

<p>Prompt: List 3-5 examples that demonstrate your value (e.g. results, statistics, testimonials, case studies, frameworks). Create the reasons to believe and proof points that demonstrate your value and reliability.</p>	<p>Example: We have [x amount] of [what]. Our customers show [x growth] in the [period]. We have [what rating or certification].</p>	<p>Nudge: Use evidence that show your impact, talk to client expectations, market differentiators and more. But remember - If you can't prove it, it weakens your positioning - evidence matters.</p>
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Bring it All Together

Hand or send the completed worksheet to your design partner and or create a beautiful layout and present, share and inspire your stakeholders and guide everyone who represents your business to communicate clearly and consistently - using your hymn sheet.

Next > Don't Forget the "How"


Your message is only as strong as how it is delivered. To ensure your brand is experienced as intended, define: Your brand personality, values, tone of voice, visual identity, elevator pitch and key channels - and capture it all together in a "How We Communicate" guide.

When everyone understands not just what to say, but how to say it, your message lands consistently and authentically. And you don't just communicate - You position your business with clarity and build trust



Key Message Map Worksheet

My organisational hymn sheet

 Capture your thoughts as you go, and refine as you gain clarity

Solid foundations on the inside - to stand (JUT) out on the outside.

Need a sparring partner? Or have feedback on this JUT in practice tool?

Let's connect: info@thejut.eu | thejut.eu | [JUT LinkedIn](#)

1. Our Purpose & Mission

Why do we exist?

2. Value Proposition

What do we deliver, and for whom?

** Remember to reframe your statement as an offer to the client.*

3. Our Brand Promise

What can people expect when they engage with us?

What experience do people associate with our business?

4. Our Narrative & Key Pillars

What is our core or overall narrative & positioning?

Our top 3 to 5 differentiators

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What do we want to be known for - or associated with?

Pillar 1	Pillar 2
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Pillar 3	Pillar 4
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5. Proof Points & Reasons to Believe

Why should people trust and believe in us?

Key Sources

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