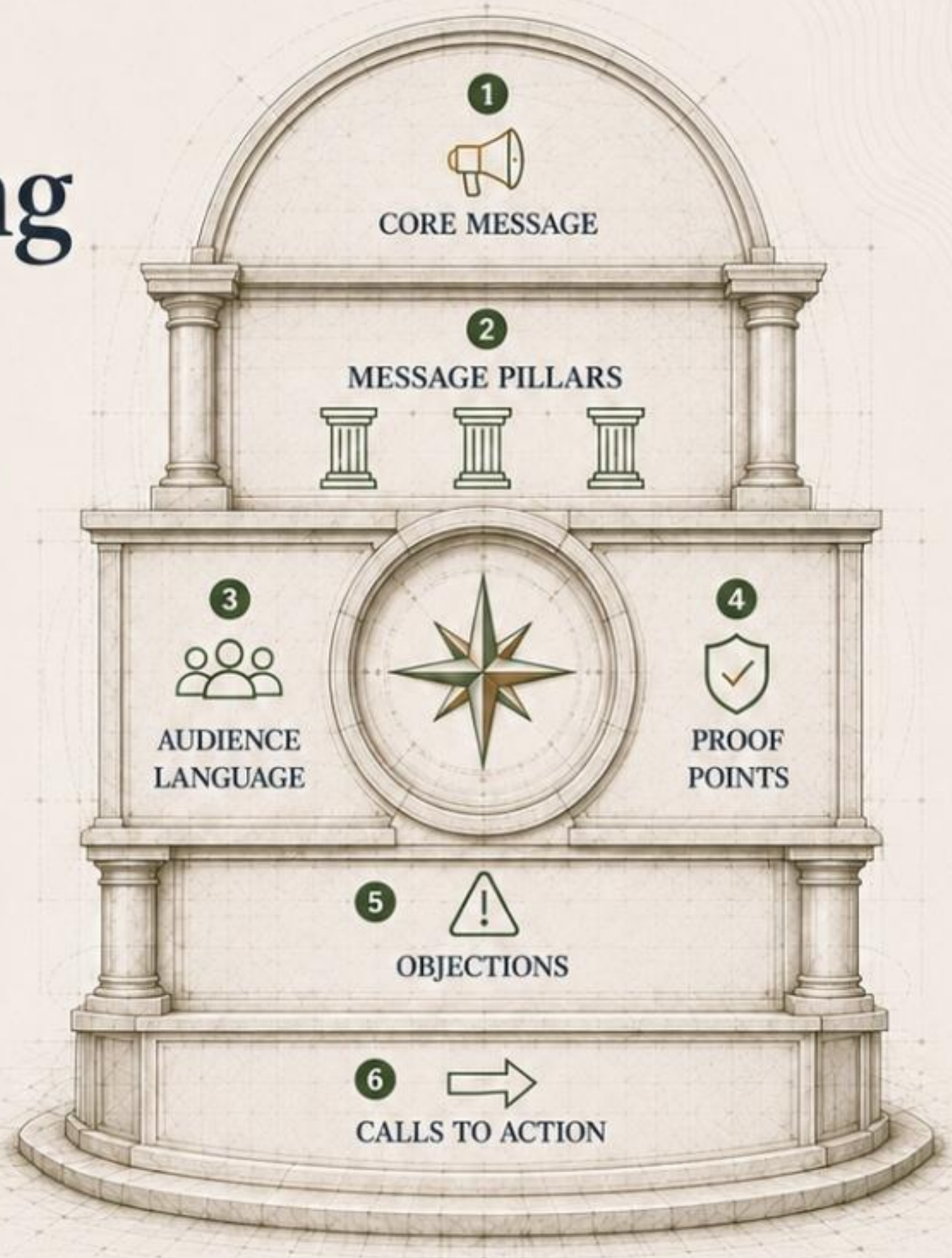
Stone Soup Strategy

The Messaging Framework

A PRACTICAL STRUCTURE FOR TURNING POSITIONING INTO LANGUAGE THE MARKET CAN UNDERSTAND AND ACT ON.

Clear positioning is only useful if it becomes usable language. The Messaging Framework helps translate strategy into messages the market can quickly understand and remember.

It gives teams a practical structure for expressing the core message, supporting pillars, audience-specific language, proof points, objections, and calls to action—creating clarity that moves people to engage.



What It Translates

Strategic positioning into clear, relevant language that reflects your value, resonates with your audience, and sets you apart in the market.

Key Layers

Core message, message pillars, audience language, proof points, objections, and calls to action—working together as a complete system.

Why It Matters

Without a structure, messaging gets scattered or confusing. With the right framework, your message is clear, consistent, and compelling.

What It Enables

Stronger communication across websites, decks, content, sales conversations, and campaigns—driving understanding, trust, and action.

Best Used When

You have positioning in place and need to turn it into powerful language that your audience understands, remembers, and acts on.