

MESSAGING CLARITY CHECKLIST



The Messaging Clarity Checklist is a simple evaluation tool that helps a business, creator, or organization determine whether their message is clear, consistent, and actionable before they create more content.

The core idea is: **Check your message before you create more content.** This checklist should help the user evaluate the strength of their current message across several areas:

1. **Business Type**

What kind of business, service, product, or organization is this message for?

2. **Business Goal**

What is the message supposed to help accomplish?

Examples: attract leads, explain an offer, build trust, increase sales, support a campaign, grow an audience, clarify positioning.

3. **Audience Clarity**

Can you clearly identify who the message is for?

4. **Problem Clarity**

Is the problem clearly stated in language the audience understands?

5. **Offer Clarity**

Can someone quickly understand what you provide?

6. **Outcome Clarity**

Is it clear what result, transformation, or benefit the audience should expect?

7. **Belief Clarity**

Is it clear what the audience needs to believe before your offer makes sense?

8. **Consistency**

Does the same core message appear across your website, social media, video, email, and sales materials?

9. **Proof**

Do you provide enough evidence, examples, demonstrations, or credibility to support the message?

10. **Action**

Is the next step clear?

Examples: contact us, join the list, download the worksheet, book a call, watch the video, sign up, learn more.

Final Check

Can someone explain what you do, who it helps, and why it matters in one or two sentences?

The purpose of this checklist is to help users identify where their message is strong, where it is unclear, and what needs to be tightened before building more content around it.