



# Messaging framework

Clarify your message. Engage the right audience. Drive scientific impact

In life sciences, clarity is credibility. Whether you're speaking to investors, partners, or peers, your message needs to cut through complexity, communicate value, and build trust. A strong messaging framework aligns your team, sharpens your story, and ensures every touchpoint — from pitch decks to conferences — reinforces the right narrative. Use this blueprint to craft messaging that connects, convinces, and drives momentum.

## Section 1: Define your audience

Clarify who you are speaking to and what matters to them

| Persona | Role | Pain points | What they need to hear |
|---------|------|-------------|------------------------|
|         |      |             |                        |
|         |      |             |                        |
|         |      |             |                        |
|         |      |             |                        |
|         |      |             |                        |

*Tip: Don't guess — ground your personas in real roles, challenges, and decision factors. The more specific you are about who you're speaking to, the more effectively your message will resonate and convert.*

## Section 2: Craft your value proposition

Connect what you offer to the outcomes that matter

**We help [audience] by [solution/product/offering] so they can [key benefit / result].**

*Example: 'We help biotech founders to accelerate investor engagement by delivering high-impact, professional events, so that they can focus on growing their business'*

| <b>Target audience</b><br>(who are you helping?) | <b>Offering / solution</b><br>(what do you provide?) | <b>Key benefit / outcome</b><br>(what result do they get?) |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |

*Tip: Focus on what value your audience gains rather than what you do – focus on the benefits rather than the features.*

## Section 3: Build your messaging pillars

Establish the core themes that reinforce your value

| Pillar | Description | Why it matters |
|--------|-------------|----------------|
|        |             |                |
|        |             |                |
|        |             |                |

*Tip: Align your pillars with what builds trust and interest in your sector: scientific fluency, execution reliability, audience engagement, etc.*

## Section 4: Define your positioning

Clarify how your company is distinct and credible in the market

|                |  |  |
|----------------|--|--|
| <b>Tagline</b> | A short, sharp statement that captures your unique promise.  |  |
| <b>Body</b>    | Your company's foundational messaging - this standard text allows consistent messaging across all your communications. |  |

*Tip: When crafting your positioning, aim for a clear, benefit-driven tagline and a concise boilerplate that communicates who you are, what you do, and why it matters, without jargon or fluff. Focus on outcomes for your audience, and make it memorable enough for your team to repeat with confidence.*

## Section 5: Align proof points

Demonstrate credibility by backing up each claim with real-world evidence.

| Value proposition / pillar | Proof point | Type (metric, quote, example) | Why it builds trust |
|----------------------------|-------------|-------------------------------|---------------------|
|                            |             |                               |                     |
|                            |             |                               |                     |
|                            |             |                               |                     |

*For each value proposition or messaging pillar, list supporting proof points such as metrics, client results, internal capabilities, certifications, or testimonials.*

*Tip: Prioritise proof that is relevant to your key audiences.*

## Section 6: Tailor your messaging

Adapt your messaging for key platforms while staying aligned with your core story

| Channel         | Purpose | Audience expectation | Tailored message |
|-----------------|---------|----------------------|------------------|
| Website         |         |                      |                  |
| LinkedIn post   |         |                      |                  |
| Booth signage   |         |                      |                  |
| Email campaign  |         |                      |                  |
| Investor deck   |         |                      |                  |
| Sales / BD deck |         |                      |                  |

*Tip: Use this grid to ensure tone, content, and format are optimised for each use case, while staying rooted in your value proposition and messaging pillars.*

*Example:*

|                |                              |                               |   |
|----------------|------------------------------|-------------------------------|---|
| Email campaign | Lead nurture or announcement | Concise, compelling, personal | "We simplify complex event logistics — so you can focus on building relationships and advancing science." |
|----------------|------------------------------|-------------------------------|---|

## Section 7: Check consistency

Review your messaging for clarity, alignment, and credibility.

### Clarity & audience fit

- ☐ Have you clearly defined your core audience(s)?
- ☐ Does your messaging reflect their needs, language, and decision drivers?
- ☐ Are technical details translated into clear, compelling value?

### Value & differentiation

- ☐ Does your value proposition highlight both what you do *and* why it matters?
- ☐ Are your messaging pillars distinct and aligned to your value prop?
- ☐ Have you avoided jargon and generalized claims?

### Credibility & proof

- ☐ Are your key claims supported by tangible proof points?
- ☐ Are metrics, client feedback, or credentials tied to your core themes?

### Alignment across channels

- ☐ Is your core message adapted for each key platform?
- ☐ Does the tone stay consistent with your brand voice?
- ☐ Are call-to-actions relevant and clearly articulated?

### Practicality & readiness

- ☐ Can your team use this messaging framework in real campaigns or content?
- ☐ Is it modular enough to evolve as your business grows?
- ☐ Do stakeholders agree on the final message direction?

*Tip: This section can double as a sign-off sheet or internal QA tool before releasing any external content or campaign materials.*