Magnetic Message Formula

November 11, 2026
A messaging framework for expressing who a business helps, what it offers, and why the message matters.

What this guide covers

- Clarify the audience, problem, and intended outcome behind a message.
- Shape a concise value statement and add an appropriate personality.
- Use the message as a guide for content and communication choices.

Who this is for

For founders, service providers, and marketers who want a clearer core message.

Putting the ideas to use

Draft several message options, compare them against customer needs, and refine the clearest version.

Book details

Format: Guide. Pages: 25. Words: 3241.

Download availability: After payment, download the complete ZIP package or the included PDF separately.