

purpleiris COMMUNICATIONS

HANDBOOK

The Messaging House Framework

A Ready-to-use Template to Build Clear, Consistent, and Effective Brand Messaging

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What is a Messaging House

A messaging house is a structured framework that organizes everything a brand says into a single, coherent architecture. For growing companies, it is usually the bridge between founder-led communication, the story one person carries in their head, and messaging that a whole team can repeat consistently without that founder in the room.

> It is called a house because every message plays a ***specific structural role***, the same way a roof, walls, and foundation each carry weight in a building.

Roof

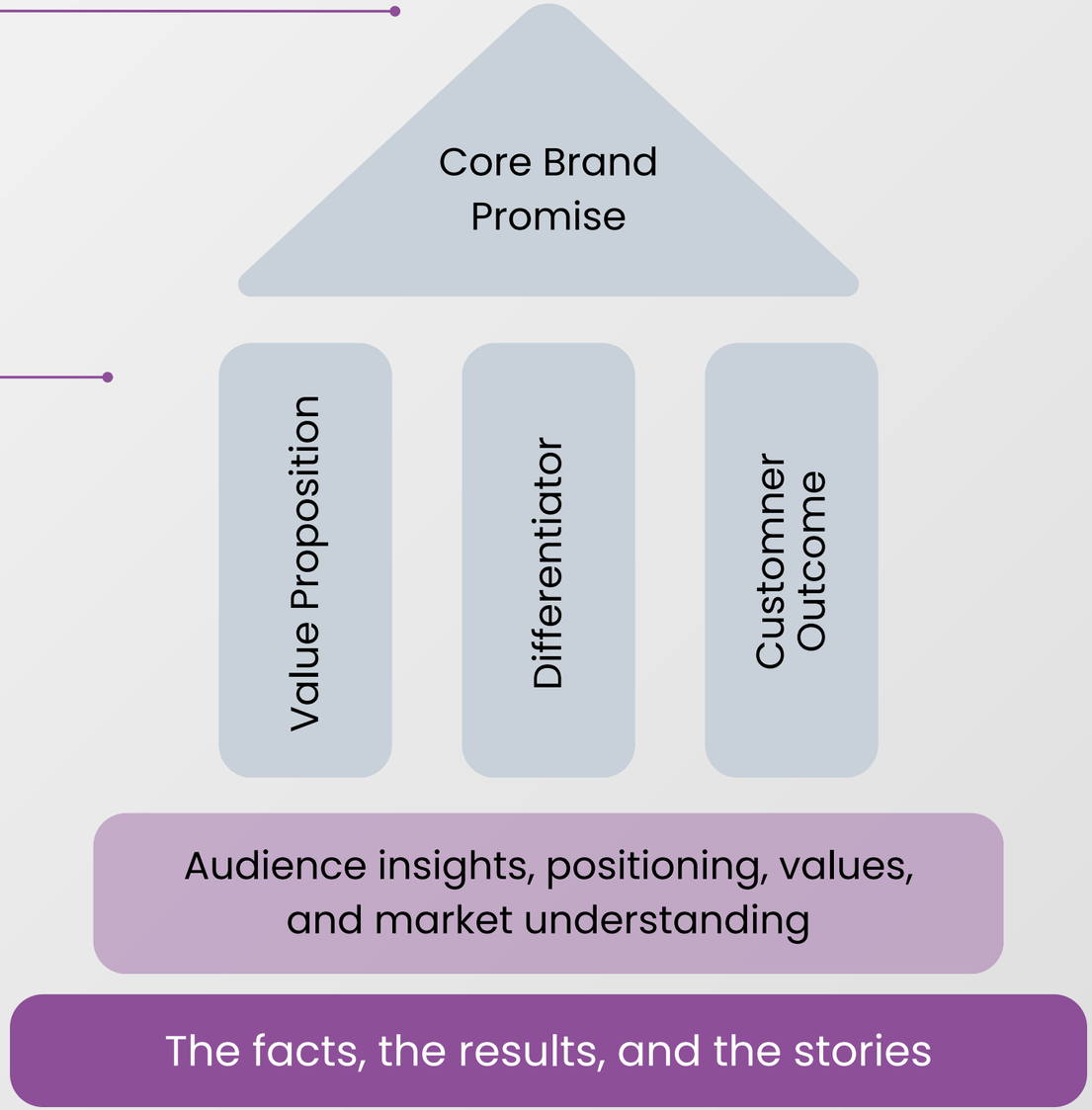
Your brand promise, the one sentence that sits on top and sums up why any of this matters.

Pillars

Three to four load-bearing messages that support your positioning. Each one is a belief you want a buyer to walk away holding, backed by real evidence.

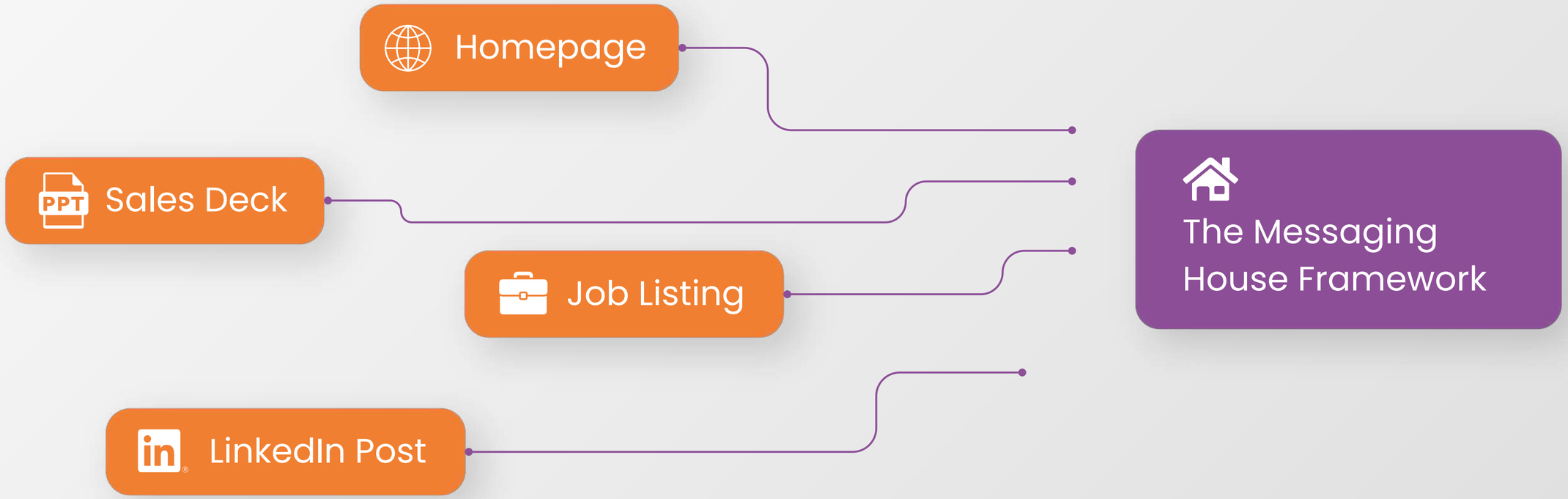
Foundation

The customer reality underneath everything: who they are, what they are trying to do, and what is in their way. Get this wrong and everything built on top of it is guesswork.



Every piece of communication your company puts out should trace back to this structure.

If it cannot be traced back, it is not on message. It is just words.



How to Use This Document

This framework isn't meant to be filled out in isolation and filed away. It only works when different teams bring their perspectives to the table — and it holds together best when the people who interact with customers every day are actively involved in building it.



The methodology is simple: answer the questions individually, bring your answers into a team brainstorming session, debate the differences, and distill them into clear, agreed-upon messages for every part of the house.

Assemble the right people

Your messaging should represent how your business creates value. Include people from:

Team	The perspective they bring
Leadership	Vision, positioning, and long-term direction
Marketing	Brand narrative, campaigns, and customer acquisition
Sales	Real objections, buying triggers, market insights, and competitive insights
Customer Success	What customers value after they buy
Product	Features, roadmaps, and differentiation
Customer Support	Common questions, frustrations, and language customers actually use

Different teams  see different parts of the customer journey.

This framework brings those perspectives together.

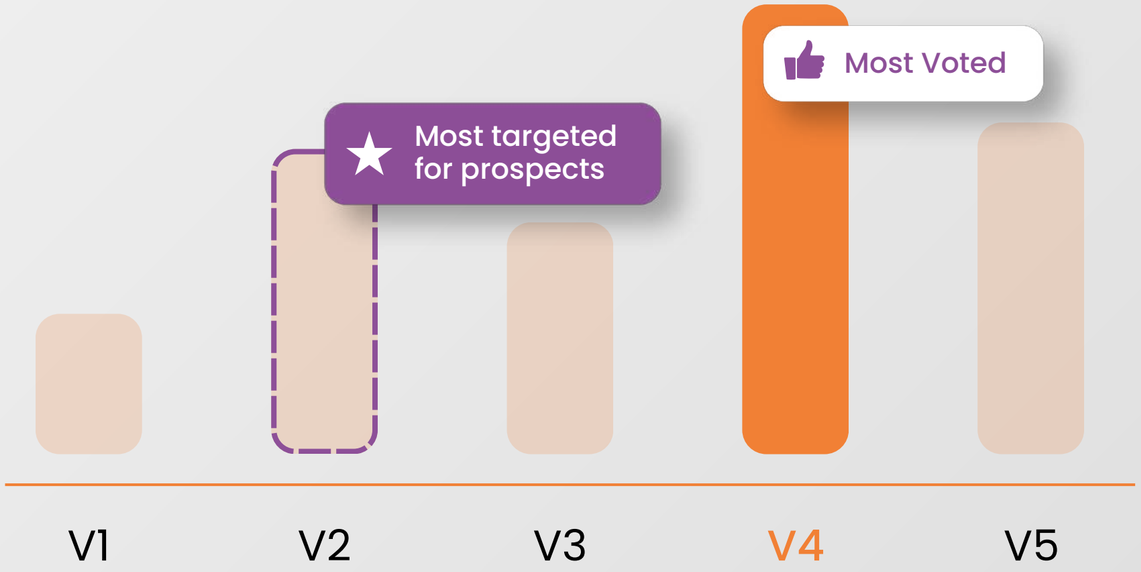
Debate. Don't vote.

If five people describe your company in five different ways, don't settle for the majority opinion.

Keep asking:

"Which version would make the most sense to our ideal customer?"

Messaging is refined through discussion, not popularity.



V: Version

Challenge every claim

Every team sees the brand differently. Give every opinion space, then challenge the thinking behind it. The goal is to find the message that best reflects the customer reality.

Whenever someone writes:
"**We're innovative.**"

Ask: How do we prove it?



Whenever someone writes:
"**We provide exceptional service.**"

Ask: Compared to whom?

Value every perspective. Challenge every assumption. Distil what matters.

Write the way customers speak

Borrow language from:

> Your buyers have already written some of your best messaging.

- Discovery calls
- Sales conversations
- Customer interviews
- Support tickets
- Reviews
- Testimonials

Keep it alive

Treat this document as a living resource.

> Good messaging evolves with your business.

Review it:

REVIEW CALENDAR

Every quarter	After major product launches		After entering a new market
		When customer priorities change	
	Before a website redesign		Before launching a new campaign

SECTION 1

Before You Begin

Before you write a single line of messaging, answer these. They get the team aligned on the business context.

- What problem starts the buying journey?
- Who influences the decision, even if they do not sign the contract?
- What alternatives exist today?
- What happens if the buyer does nothing at all?
- What emotional tension sits underneath the practical problem?

SECTION 2

Build Your Messaging House

This is the fillable workbook. Work through it in order. Each part depends on the one before it, so do not skip ahead. For instance, don’t build the pillars before cementing your foundation.



Part 1 — Foundation: Customer Truth

Answer these from research and real conversations. If you are guessing, then we suggest you listen to a sales call first.

Who experiences the problem most directly?

What frustrates them most about the current situation?

What are they trying to achieve?

What are they doing today instead of using a solution provider like you?

What makes changing the current approach difficult?

Part 2 — Category & Positioning

First, define the space you want to own. Then define how you want to be understood within it.

CATEGORY

Name the category you want to be known for. This is not always the category you compete in.

We are

---

not

Example: “We are an operations automation partner.” Not “workflow software.”

POSITIONING STATEMENT

For [buyer], who [problem or need]

Our company [category and what it does]

Unlike [main alternative]

We [the one thing that matters most]

Part 3 — Brand Promise (the Roof)

Now distil everything above into one central promise.

Your brand promise should express the value your messaging consistently delivers. It should be simple enough to remember and meaningful enough to guide the rest of the house.

OUR BRAND PROMISE

Part 4 — Messaging Pillars

Three pillars. Each one gets a headline, a plain-English explanation, hard evidence, and a note on where it gets used. A pillar with no evidence is an opinion.

PILLAR 1

Headline

Explanation

Evidence (a number, a named feature, or a named result)

Where to use it

PILLAR 1

Headline

Explanation

Evidence

Where to use it

PILLAR 1

Headline

Explanation

Evidence

Where to use it

Part 5 — Reasons to Believe (Supporting Proof)

Everything that backs up the pillars above. List what you have. Do not invent categories when you have nothing to put in them.

- Case studies: _____
- Hard numbers (retention, adoption, time-to-value): _____
- Certifications or compliance (SOC 2, ISO, HIPAA): _____
- Analyst mentions or awards: _____
- Integrations or partnerships: _____

SECTION 3

The House is Built

Now that your messaging house is done, it is time to iron out a few more messaging essentials.

These next parts are not additional pieces of the house. They help make the messaging distinctive, consistent, and usable across the business.



Part 6 — Differentiators

Try to be as specific as you can, because vague claims do not differentiate anything. Force every differentiator into something specific so a competitor cannot really replace it by changing one word.

Vague	Specific
“Great customer support.”	“Median first response time under [X hours], from a team that has done this integration before.”
“Easy to use.”	“Live without a developer ticket. Most customers ship their first result in under [X days].”

Your differentiator 1

Your differentiator 2

Part 7 — Brand Personality

If your brand walked into a meeting, how would it sound? Pick the traits that are real, not the ones that sound impressive.

Personality traits (pick 3 to 5): E.g., helpful, confident, direct, curious, technical, visionary, human, calm, blunt

Avoid Saying	Sound Like
_____	_____
_____	_____
_____	_____

Part 8 — Vocabulary

The words your brand owns, and the words it avoids. This section alone saves copywriters hours of guessing.

Instead of	Use
Leverage	Use
_____	_____
_____	_____
_____	_____

Part 9 — Elevator Pitch

Create every version from the same roof and pillars.

30 seconds

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60 seconds

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2 minutes

LinkedIn bio line

Website homepage headline

Conference introduction one line

Part 10 — Objection Messaging

The objections you hear on every sales call, answered once here so nobody improvises on the spot.

OBJECTION _____

OUR RESPONSE _____

CTA _____

EVIDENCE _____

OBJECTION _____

OUR RESPONSE _____

CTA _____

EVIDENCE _____

Part 11 — AI Summary

Increasingly, a buyer's first impression of your company comes from an AI assistant summarizing you, rather than your homepage. Write the paragraph you want that summary to say, then check your actual site content against it.

RESPONSE

PROMPT

If an AI assistant summarized our company in one paragraph, what would we want it to say?

Want to see what a completed Messaging House looks like?

See the complete worked example using a fictional B2B SaaS company, PayCadence.

View the worked example →

SECTION 5

Messaging Stress Test

Run this checklist before anything goes live — a homepage, deck, job posting.

- [ ] Can someone explain the company in one sentence, without reading a slide?
- [ ] Does every service or product page reinforce the same core promise?
- [ ] Would sales say this on a call?

- Would customer success agree with this description of the value delivered?
- Does this sound different from the two closest competitors, not just nicer?
- Does every proof point trace back to one of the three pillars?
- If the logo was removed, would a reader still recognize the voice as this brand?

SECTION 6

Quarterly Messaging Audit

A messaging house goes stale if nobody revisits it. Run this worksheet once a quarter, or after a major launch, so the framework stays a living document instead of a slide nobody opens again.

What customer language did we hear this quarter?

Which messaging pillar showed up most often in closed-won deal?

- Which claims need stronger evidence than what we currently have?

- Which competitor phrases are we accidentally starting to copy?

- What should we stop saying?

- What should be start saying?

Need a messaging house built for your brand?

Purple Iris Communications builds message architecture for B2B SaaS and startup teams that holds up across sales, marketing, and product.

Purple Iris Communications is a B2B content agency that helps brands find differentiation in the age of sameness. For more than 15 years, we have worked with CMOs, business leaders, and company founders to turn expertise into authentic brand voices and distinctive points of view.

We apply business understanding, audience insight, and editorial judgment to every brief, uncovering the thinking behind each idea and creating content that builds authority and business impact.

We are listeners and thinkers first. Writers next.

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