SaaS Messaging Builder Template

Value Proposition Builder

Craft your core message in one sentence:

- What pain are you solving?

- What outcome does your user care about?

- What makes your solution stand out?

Example:

"Workflows that run themselves - so your team doesn't have to."

Messaging Hierarchy Worksheet

Define your layered messaging:

1. Core Value Proposition:

2. Key Benefit 1:

3. Key Benefit 2:

4. Key Benefit 3:

5. Proof Points (quotes, stats, etc.):

6. Call to Action (CTA):

ICP Message Alignment

Tailor your message to your Ideal Customer Profile:

- Who is your ICP?

- What pain points do they face?

- Which message would make them stop scrolling?

Write a short message targeting that exact persona.

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CTA Copy Samples

Use action-oriented, benefit-driven CTAs:

- Start free - no credit card required

- Automate your first workflow in minutes

- See how much time your team could save

- Try it with your team today