



MESSAGING CHECKLIST

Your audience should “get it” immediately. If they can’t tell who you are, what you do, or why they should connect, your messaging isn’t working as hard as it could.

Be Clear About Who You Are

Can someone instantly tell what you do from your bio, website, or posts?

Tip: Use confident, simple language—skip the jargon. Ask a friend if they can explain your work in one clear sentence.

- ***What to include: Current role, future role, or how you identify professionally/passionately.***

Be Searchable

Would your audience actually use these words to find someone like you?

Tip: Think keywords, phrases, and everyday language.

- ***What to include: Skills, expertise, focus area, or main work you do.***

Do people know exactly what you could do for them?

Tip: People don’t know what you don’t tell them, be clear about the value you provide and why someone should connect.

- ***What to Include: Impact, value, or who you serve.***

Rewrite your message in one sentence:

I am [who you are] who [what you do], so [why people should connect].

I’m Pam, and I help nonprofits and entrepreneurs clarify their message so their audience actually hears and remembers it, using social media, email marketing, and websites.