

The Three Levels of Messaging Worksheet



Clear Navigation

LEVEL 1: THE TECHNICAL WIN

What it is:

Your most rational, spec-based reason to be chosen. This is the proof, the performance, precision, and efficiency behind your system or product.

Prompt Questions:

- What makes your system faster, safer, stronger, or smarter?
- What does your testing or certification say?
- How do you outperform traditional on-site methods?

Example Message:

"Our panelized system reduces structural framing time by 60% while exceeding energy code targets for thermal performance."

LEVEL 2: THE EMOTIONAL HOOK

What it is:

The story or belief that creates connection. This is what helps clients feel more confident, modern, aligned, or even heroic in choosing you.

Prompt Questions:

- What frustrations does offsite solve for your customers?
- What emotional benefits come from reduced risk, predictability, or innovation?
- What are they proud to say they use?

Example Message:

"No more trades stepping over each other. Just a calm, coordinated jobsite that delivers peace of mind, and keeps promises."

LEVEL 3: THE CUSTOMER OUTCOME

What it is:

The result that matters to the customer, not just how your system works, but what it makes possible for them.

Prompt Questions:

- What business or project outcomes do you impact?
- What does offsite unlock, faster occupancy, fewer delays, lower total cost?
- How does it change their business model?

Example Message:

"By shifting 75% of the build into the factory, we helped the developer finish 2 months ahead of schedule, boosting rental revenue by \$400K."

Now You Try

Write your own messaging at each level:

Technical Win:

Emotional Hook:

Customer Outcome:



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