

# 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:

---

---

---

---



www.jib.ca

Jib is a full-service agency that helps brands tell better stories and grow with purpose. For over 25 years, we've partnered with organizations across industries to elevate their brand through great design, clear messaging, and smart strategy that delivers measurable results.