



# MARKET-TO-MESSAGE ALIGNMENT CHECKLIST



## BUYER CLARITY

- ☐ Define the actual problem your buyer is trying to solve
- ☐ Understand their emotional drivers, not just functional needs
- ☐ Identify what they're trying to avoid, protect, or prove
- ☐ Confirm the internal language they use when discussing solutions

## POSITIONING CHECK

- ☐ Lead with customer outcomes, not product capabilities
- ☐ Remove jargon that doesn't resonate with the buyer
- ☐ Show how your solution fits into their existing workflow
- ☐ Translate technical strength into buyer confidence

## MESSAGE AUDIT

- ☐ Review homepage and hero content—what does it prioritize?
- ☐ Scan decks, one-pagers, and email intros for clarity
- ☐ Test if someone can grasp your value in 5 seconds
- ☐ Align messaging to where your buyer is in their journey



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## EMOTIONAL RESONANCE

- ☐ Use real pain points—not abstract claims
- ☐ Speak to the risks buyers perceive, not just benefits
- ☐ Validate your message with sales conversations or VOC
- ☐ Reframe messaging around belief, not just logic

## CONVERSION BEHAVIOR

- ☐ Identify where in the journey deals stall
- ☐ Ask “what belief is missing?” at each funnel stage
- ☐ Match content to moments of doubt or hesitation
- ☐ Prioritize shifts in buyer behavior over campaign volume

## ACTION PLAN

- ☐ Rewrite top-line messaging to match buyer outcomes
- ☐ Clarify what success looks like for your team and buyer
- ☐ Replace passive metrics (impressions) with traction indicators
- ☐ Create internal alignment on who you serve and why it matters