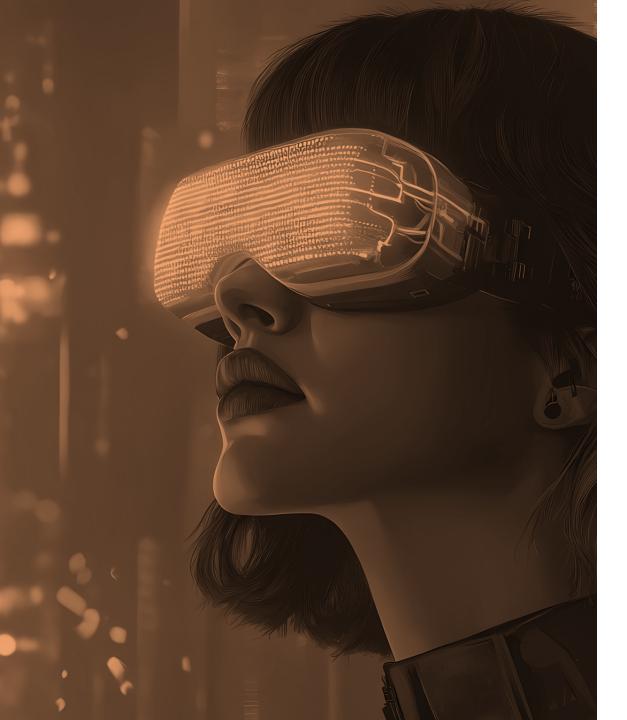


## BUILDING YOUR NARRATIVE

Essential strategies for creating a memorable brand

LML STORYLAB™ CONSULTING LLC



## INTRODUCTION

LML STORYLAB is a science communication and storytelling consulting business that transforms your complex science into compelling narratives.

This strategic framework will help you define your core message, identify your supporting proof points, and help align your team on how you talk about your brand, products, and initiatives.



# MESSAGE HOUSE

Clear, Concise, Compelling





#### THE MESSAGE HOUSE IS NOT

- A script to parrot word-for-word
- A creative brief though it does inform one
- A sales
  brochure—but it
  does gives
  direction

- A tagline—though a good one may come from it
- A FAQ—it is not a frequently asked questions and their responses
- A one-size-fits-all pitch— always flex to audience needs



#### THE MESSAGE HOUSE IS

A strategic framework that defines your core message

A guide to help ensure consistency across all communications

A tool to align your team on how to talk about your brand, products, and core initiatives

A living document you build upon and tailor for different audiences



#### ANATOMY OF A MESSAGE HOUSE

#### **Essential Elements:**

- Roof: Core Message (Umbrella Message) So what; short, compelling, audience relevant.
- **Pillars: Supporting Messages** *Reasons to believe*; key proof points or value drivers.
- Foundation: Proof/Examples/Data Show me; supporting evidence you draw form when crafting presentations or answering (tough) questions.

#### Add-Ons:

• Basement: Contextual/ Strategic Groundwork – What informs the message; differentiators, key words, tone/voice, audience insights, brand purpose, mission, values, etc.

## ASSEMBLING YOUR MESSAGE HOUSE

Supporting Message

Proof Points/

Examples

LIBERATO FOODS

Eat Well, Anytime, Anywhere

We make real food for people who want freedom—from compromise, cluttered labels, and the status quo.

Core Message

Big flavor. Clean label. No shortcuts.

Our meals are powered by plants, crafted by chefs, and made without compromise

Proprietary prep method locks in flavor and nutrients without refrigeration

meals without guilt, anytime and anywhere.

Shelf-stable. Planet-forward. Ready when you are.

Designed for real life—no freezer needed, and no landfill guilt.

100% plant-based product line: stews, bowls, pastas, and snacks

Featured in sustainability spotlights and independent taste tests

**Every bite backed by values.** 

We use regeneratively grown ingredients and minimal-impact packaging, and we're honest about what's inside.

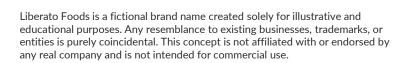
Sourced from regenerative farms across the U.S.

Biodegradable packaging and transparent carbon impact labeling

Our Purpose: We make convenient foods that are good for the body and the planet-right down to the packaging. Our mission: To give people the freedom to enjoy delicious, nutritious

Our Voice: We are confident but warm. Modern but grounded. Transparent, not preachy. A little rebellious in the best way.

Messaging Context







Learn More About LML STORYLAB @ https://lmlstorylab.com/

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