



# BUILDING YOUR NARRATIVE

Essential strategies for creating a memorable brand

LML STORYLAB™ CONSULTING LLC



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# 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

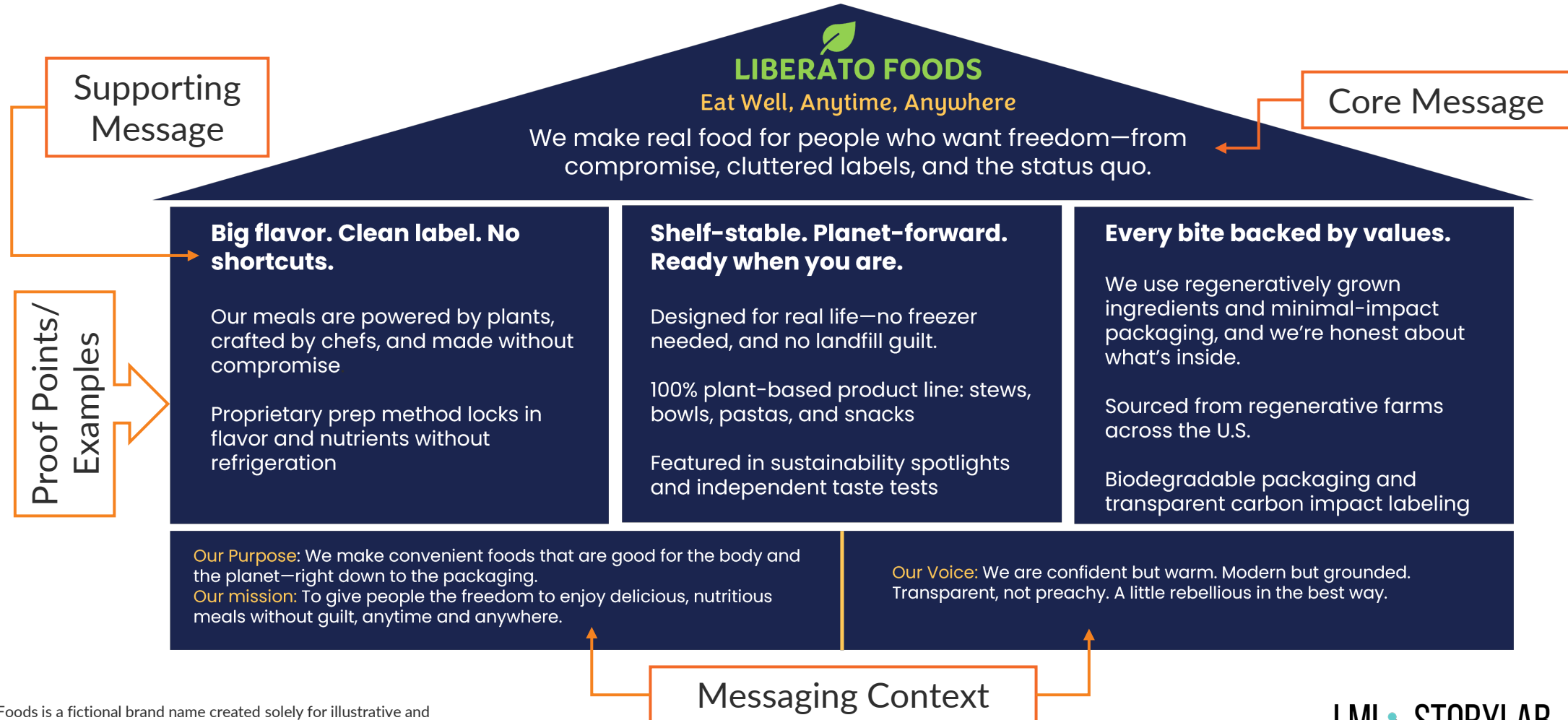
## Essential Elements:

- **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 from 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



Liberato Foods is a fictional brand name created solely for illustrative and educational purposes. Any resemblance to existing businesses, trademarks, or entities is purely coincidental. This concept is not affiliated with or endorsed by any real company and is not intended for commercial use.





# THANK YOU

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