

Value Messaging Scorecard.

Need help? Watch the [Key Components of Strong Messaging](#).

Review your messaging on your website, in your marketing, in conversations (anywhere you communicate) and score yourself. Ask your team to complete, compare results. Anywhere where you rate yourself a “0” or “1,” there is an opportunity to enhance your messaging.

HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR MESSAGING?		SCORE
		2 = I fully agree 1 = I somewhat agree 0 = I do not agree
Who	You articulate your ideal client clearly, and in a way that resonates with them.	
What	You outline your solutions and services and clearly articulate your service offerings.	
Why	The impact and/or benefit is clear, and relevant to your ideal client.	
How	You explain how you do what you say you will do.	
Differentiated	You showcase your “uniques,” the things that differentiate you. You’ve validated that your “uniques” matter and are in fact viewed as differentiators to your ideal clients.	
Consistent	You key messages consistently show up on your website, marketing, and in conversation across your team.	
Validated	You provide evidence through stories, samples, stats, etc. to show not just tell.	
Bonus	You and your team share your value messaging often.	
Total Points		
Messaging Score (total points / 14)		%
How will you improve your messaging?		
What’s the first step you will take?		
What about the three steps after that?		



Information provided by Independent Advisor Solutions by SEI, a strategic business unit of SEI Investments Company (SEI).

Visit [SEI's Growth Lab](#), for actionable practice management advice and tools.

©2022 SEI