



BRAND MESSAGING BLUEPRINT

CREATED FOR COSMOPOLITAN INTERNATIONAL

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BRAND MESSAGE FRAMEWORK

A brand message framework is a structured outline that captures the essence, voice, and key messages of a brand, ensuring consistency and clarity in all communication touchpoints.

BRAND MESSAGE FRAMEWORK

Having this framework means that whether you're networking, creating content for your website, or running an ad campaign on social media, you're consistently reinforcing your brand's core values and message.

Brand Essence: Empowering Community, Igniting Change.

Brand Promise:	Transforming lives through community-driven impact and personal growth.
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Tagline	Impactful Community, Personal Growth.
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Unique Value Proposition (UVP):	At Cosmopolitan International, we stand out by delivering both impactful community service and unparalleled personal growth opportunities. We believe in the power of unity, service, and action to ignite positive change.
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BRAND MESSAGE FRAMEWORK

Brand Pillars

1. **Community Impact:** We actively engage in local community projects, health screenings, and charity fundraisers, contributing to a stronger and healthier community.
2. **Personal Growth:** We offer opportunities for skill enhancement, leadership roles, and networking, empowering our members to grow personally and professionally.
3. **Diabetes Advocacy:** We are dedicated to supporting diabetes research and initiatives, making a substantial impact in the fight against diabetes.

BRAND MESSAGE FRAMEWORK

Brand Voice & Tone

Our brand voice is empathetic, community-driven, and empowering. We speak with a confident and friendly tone, inviting everyone to join our mission.

Call-to-Action

- "Join Our Cause."
- "Start Your Journey."
- "Get Involved Today."

Key Message Points

- Join us to make a real impact in your community.
- Unlock personal and professional growth opportunities.
- Support the fight against diabetes with us.

Elevator Pitch: At Cosmopolitan International, we empower individuals like you to make a tangible impact in our community while providing unmatched personal growth opportunities. Join us in the fight against diabetes and be part of something greater.



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BRAND ESSENCE SNAPSHOT

A business profile, specialist bio, and value statement are invaluable tools that establish credibility, convey your unique offerings, and connect with your target audience on a deeper level.

1. ORGANIZATIONAL PROFILE

Name – Cosmopolitan International

Cosmopolitan International is a vibrant and community-focused organization with a rich history of service and impact. For over [XX] years, we have been at the forefront of positive change in communities, dedicating ourselves to unity, service, and action. Our mission is to empower individuals to create lasting improvements in [XX] while providing opportunities for personal and professional growth. Through active involvement in local projects, health initiatives, and charity fundraisers, we aim to leave a lasting impact on [XX]. Join us in our mission to transform lives and build a stronger community for all.

2a. VALUE STATEMENT

Our Promise: Transforming Lives, Building Community At Cosmopolitan International, we are more than just a service organization; we are a catalyst for personal and community transformation. Our commitment to service, unity, and action is at the heart of everything we do. We promise to:

Empower Individuals: We believe that every person has the potential to make a difference. We provide our members with the tools, resources, and opportunities to grow personally and professionally, fostering a culture of lifelong learning and development.

Ignite Change: We are dedicated to creating positive change in our community. Through our active involvement in local projects, charity fundraisers, and support for causes like diabetes research, we aim to leave a lasting impact on [XX]

Build Connections: Our organization is built on the principles of unity and camaraderie. We offer a supportive and welcoming community where members can forge meaningful connections, build lasting friendships, and collaborate with like-minded individuals.

2b. VALUE STATEMENT

Join Us in Our Mission: Cosmopolitan International invites you to be part of our journey. Join us in making a real difference in the lives of [XX] residents while experiencing personal growth and fulfillment. Together, we can transform lives and build a stronger community for all.

3a. SAMPLE CONTENT

About Us: Cosmopolitan International is a dynamic and community-driven organization committed to transforming lives through impactful community service and personal growth opportunities. Founded on the principles of unity, service, and action, we have been an integral part of the [XX] community for [XX] years, making a significant difference in the lives of our fellow residents.

Our Mission: Our mission is to empower individuals to create positive change in our community while providing them with valuable personal and professional growth experiences. We believe in the power of unity and collective action to tackle local challenges head-on.

What Sets Us Apart:

- **Community Impact:** We actively engage in local community projects, health screenings, and charity fundraisers, contributing to a stronger and healthier community.
- **Personal Growth:** We offer a range of opportunities for skill enhancement, leadership roles, and networking, empowering our members to grow personally and professionally.

3a. SAMPLE CONTENT

- **Diabetes Advocacy:** We are dedicated to supporting diabetes research and initiatives, making a substantial impact in the fight against diabetes.

Join Our Cause: At Cosmopolitan International, we invite you to join our mission of making a tangible impact in our community. Together, we can create a brighter future for [XX] through service, unity, and personal growth.



03

CONTENT PILLARS

Content pillars are foundational topics or themes that guide and inform a brand's content strategy, ensuring consistency, relevance, and a cohesive message, thereby solidifying the brand's voice and enhancing audience engagement.

3a. CONTENT PILLARS

Content Pillar	Description	Types of Content
Community Engagement	Focused on active participation in local projects, health screenings, and charitable events.	<ul style="list-style-type: none">• Event coverage and highlights• Volunteer stories• Impact reports• Community spotlights
Personal Development	Emphasizes opportunities for skill enhancement, leadership roles, and networking.	<ul style="list-style-type: none">• Personal growth articles• Leadership success stories• Skill-building webinars• Networking event promotions
Diabetes Advocacy	Highlights the organization's commitment to fighting diabetes through research and support.	<ul style="list-style-type: none">• Diabetes awareness campaigns• Fundraising updates• Research institute partnerships• Testimonials from diabetes beneficiaries

3b. CONTENT PILLARS

Content Pillar	Description	Types of Content
Member Spotlight	Showcases the diverse and dedicated members contributing to the organization's success.	<ul style="list-style-type: none">• Member profiles• Member interviews• Member achievements• Member testimonials
Local Impact	Demonstrates the organization's positive influence on the [XX] community.	<ul style="list-style-type: none">• Impact stories• Charity event promotions• Local partnerships• Testimonials from community beneficiaries
Philanthropic Values	Communicates the core values of unity, service, and action that drive the organization.	<ul style="list-style-type: none">• Value-centered articles• Member testimonials• Philanthropic philosophy• Unity and service-themed content

3c. CONTENT PILLARS

Content Pillar	Description	Types of Content
Event Promotion	Promotes upcoming events, fundraisers, and activities organized by the organization.	<ul style="list-style-type: none">• Event announcements• Event teasers• Event registration links• Event photos and videos
Leadership Development	Encourages members to take on leadership roles and actively shape the organization's activities.	<ul style="list-style-type: none">• Leadership journey stories• Leadership program highlights• Leadership opportunities• Leadership testimonials



04

JOURNEY-DRIVEN CONTENT MATRIX

This comprehensive table provides a multi-dimensional content strategy tailored for your ideal audience, based on their stage of awareness in the buyer's journey reflecting their specific concerns, beliefs, and aspirations.

4a. TARGETED MESSAGING

Stage	Limiting Beliefs	Objections	Desires
Unaware	Who is Cosmo Int'l?	Is this organization right for me?	Discover the impact of Cosmo Int'l.
	Why should I get involved with them?	What benefits does Cosmo Int'l offer?	How can I make a difference in my community?
	What does Cosmo Int'l do?	What's in it for me as a member?	Joining Cosmo Int'l: What to expect.
Problem Aware	Understanding the Diabetes Crisis	Joining Cosmo Int'l: Is it the solution?	How Cosmo Int'l fights diabetes.
	Why diabetes is a pressing issue	Will Cosmo Int'l address my concerns?	Membership Benefits: What's in it for me?
	The impact of diabetes on communities	Can I actively contribute to the cause?	Joining Cosmo Int'l: A Step Towards Change

4b. TARGETED MESSAGING

Stage	Limiting Beliefs	Objections	Desires
Solution Aware	Community Involvement Opportunities	Why Choose Cosmo Int'l?	Membership Benefits and Opportunities
	Getting involved in your local community	How does Cosmo Int'l stand out? What makes Cosmo Int'l unique?	Unlocking Personal Growth with Cosmo Int'l
	Cosmo Int'l's role in community projects		Networking and Connections at Cosmo Int'l
Product Aware	Joining Cosmo Int'l: Your Next Step	The Membership Process Demystified	Getting Actively Involved in Local Projects
	The benefits of becoming a member	Is joining Cosmopolitan a complex process?	Leading Change: Opportunities with Cosmo Int'l
	Taking action: Your journey with Cosmo Int'l	What to expect as a new member	Building Skills and Relationships at Cosmo Int'l

4c. TARGETED MESSAGING

Stage	Limiting Beliefs	Objections	Desires
Most Aware	Becoming an Active Member	Ready to Join Cosmo Int'l?	Leadership Opportunities at Cosmo Int'l
	Maximizing your impact with Cosmo Int'l	How to initiate your membership	Leading the Way: Leadership Roles at Cosmo Int'l
	Achieving your goals at Cosmo Int'l	The next steps to becoming a member	Empowering Change with Cosmo Int'l



05

STORY BRAND FRAMEWORK

The StoryBrand Framework positions your customer as the hero and your brand as their guide, using storytelling to clarify your message and focus on solving customer challenges.

5a. STORY BRAND

Main Message

In the heart of [XX], a remarkable opportunity awaits those who seek to make a difference. At Cosmopolitan International, our essence is all about empowerment. We're dedicated to empowering individuals like you to have a positive impact on our community. We have a simple yet profound mission: to combat diabetes, enhance lives, and create lasting change. We extend our hand, inviting you to join us on this extraordinary journey of impact and purpose.

Problem

The world faces a significant challenge — diabetes. It's a pervasive issue that touches lives in our very own community. However, the problem isn't just the disease itself; it's also the lack of awareness about the potential for individuals to make a real impact. This lack of awareness keeps people from taking meaningful action.

- Diabetes is a pressing issue that affects communities.
- Many people are unaware of the impact they can make.

5b. STORY BRAND

Solution

Enter Cosmopolitan International. We offer a powerful solution to both of these problems. By joining our organization, you become part of a vibrant community that is wholeheartedly committed to making a difference. Together, we are the solution, fighting diabetes, improving lives, and creating change one step at a time.

- Join Cosmopolitan International.
- Become part of a community dedicated to making a difference.
- Contribute to the fight against diabetes.

Guide

Think of us as your trusted guide on this remarkable journey. We want you to know precisely what you're stepping into. Our commitment to making a substantial difference in the field of diabetes is unwavering, and we want to share this with you. As your guide, we'll lead you through the intricate landscape of community involvement and empowerment.

5c. STORY BRAND

- We are your guide on this journey.
- Learn about our impressive financial support for diabetes research.
- Understand how we make a substantial difference in the field.

Plan

Now that you understand the big picture, let's delve into the details. We have a plan, a roadmap for your involvement. Explore our community involvement opportunities, discover the tangible benefits of joining Cosmopolitan International, and understand how taking action with us will create change in your local community.

- Explore our community involvement opportunities.
- Discover the benefits of joining Cosmopolitan International.
- Take action to create change in your local community.

Success

Your success is our success. By becoming part of Cosmopolitan International, you unlock a world of personal and professional growth. You'll have the chance to network and connect with like-minded individuals who share

5d. STORY BRAND

your passion for change. With us, you'll have the opportunity to lead change, make a positive impact, and be the difference you've always wanted to see.

- By joining us, you unlock personal and professional growth.
- Network and connect with like-minded individuals.
- Lead change and make a positive impact.

Call to Action

Don't wait for change to happen — be the change. Join Cosmopolitan International today. Take the first step towards empowerment and community impact. Together, we can fight diabetes and improve lives. Join us and embark on this extraordinary journey of purpose, passion, and positive change.

The Results

As a member of Cosmopolitan International, you'll witness the results of your actions firsthand. You'll see the impact you make on individuals affected by diabetes, the positive changes in your local community, and the growth and personal development in yourself. Join us, and the results will speak volumes about the difference you can make.



QUESTIONS?

I'D LOVE TO HEAR FROM YOU.

brian@brighttribe.com | 678-267-3267 | brighttribe.com

