



Industrial Marketer's Message Clarity Prompt Template

This template is designed to be uploaded directly into the LLM you are using, such as ChatGPT. Once you upload it, the system will follow each step, ask you helpful questions, and guide you through creating clear, focused messaging. The goal is not only to produce stronger content, but to help you think about your message in new ways. Many people on my team reminded me that AI can feel intimidating at first, so this template walks you through the process with simple prompts, teaching you as you go. No matter your experience with AI, this tool will help you create communication that supports your team and builds stronger relationships with your buyers.

Refined for Simplicity, Confidence, and Your Unique Voice

Step 0: Ground Your Intent

Before you begin, answer:

Why does this message matter to your buyer, and what do you hope they feel after reading it?

Step 1: Your Context

Provide:

- Your company
- Your audience
- The problem they are trying to solve
- Buyer journey stage
- Your natural voice (3 words that describe how you speak when helping someone)
- The message or content you want to create



Step 2: Diagnose Your Current Direction

Ask yourself:

1. What emotional pressure is the buyer feeling right now?
2. Is the problem I solve clear?
3. Is this message easy to understand on first read?
4. Am I using plain language?
5. Does it focus on outcomes instead of features?
6. Does it show buyer success?
7. Is it consistent across channels?
8. Does it reflect relationship-building?

Step 3: Create Clear, Value-Driven Messaging

Write the message as if speaking to one person you truly want to help today.

Version A: Full Message

Include:

- Value Proposition
- Problem We Solve
- Outcomes We Deliver
- Trust-Building Insight or Proof
- Relationship-Focused Tone
- Simple Call-to-Action

Version B: Short Message

3–5 concise sentences.



Step 4: Teach Yourself How to Improve

Explain:

- Why the message works
- How clarity improved value
- How your tone builds trust
- How outcomes align with buyer needs

Identify:

- One phrase that sounds like your voice
- One phrase that needs adjusting

Step 5: Refine Your Unique Voice

Ask:

- What sounded like my company?
- What did not?
- What felt generic?
- What personal insight or experience could make this more genuine?

Step 6: Confirm Buyer Alignment

Ask:

- Does this help the buyer succeed?
- Does it make their job easier?
- Does it respect their time?
- Does it give them more clarity than they had before?
- Is it grounded and trustworthy?



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Step 7: Final Output

Deliver:

- Polished final message
- A simple checklist for your next piece
- A reminder: Clear communication builds confidence, confidence builds relationships, and relationships drive success.

If you have any questions about using this promote or how to use AI to its full potential, please do not hesitate to contact Donna Peterson –

dpeterson@worldinnovators.com or. Cell: 203-219-9603