Key Messages

**[Your Business Name Here]**

**[your business]** is **[definition]** for **[audience]**. Our mission is to **[goal].**

Overall messages:

:: **Key message**—clarifying detail.

[business’s] content personality is **adjective**, **adjective**, and **adjective**.

For Example

**Google.com**

**Google** is **the world’s #1 search engine** for **even the least tech-savvy among us**. Our mission is to **help people find what they’re looking for online**—simply, quickly, and better than the competition**.**

Overall messages:

:: **We’re the world’s #1 search engine**.

:: **We care about helping you find what you’re looking for**—quickly and easily.

Google’s content personality is **helpful, fun,** and **direct**.

**Gigi Griffis, Copywriter & Content Strategist**

**Gigi Griffis** is **a copywriter and content strategist** specializing in the **travel and lifestyle industries**. She’s here to help your travel brand **tell beautiful stories, build strategic websites, and inspire people to travel.**

Overall messages:

:: **I’m a content strategist and copywriter.**

:: **I work with companies in the travel and lifestyle industries.**

:: **Inspiring people to travel is what I do**—in my work time and my free time.

Gigi’s copywriting site content personality is **savvy, experienced,** and **vibrant**.