



MVME Template

(Minimum Viable Marketing Engine)

1. Brand Basics

- Purpose (one sentence): _____
- Mission (one sentence): _____
- Vision (one sentence): _____
- Value Proposition - who we serve, problem we solve, how we do it differently:

2. Audience

- Primary audience segment(s): _____
- Top pain points: _____

3. Messaging Framework

- One-Liner: _____
- Key Messages (3-5):
 1. _____
 2. _____



3. _____
4. _____
5. _____

• Proof Points: _____

4. Tone of Voice

- We sound like: (e.g., friendly, expert, bold) _____
- Words we use often: _____
- Words we avoid: _____

5. Visual Starter Kit

- Logo: _____
- Colour Palette: _____
- Fonts: _____
- Templates needed: _____

6. Next Steps

• Channels to apply this framework (tick all that apply):

- ☐ Website
- ☐ LinkedIn
- ☐ Email signatures
- ☐ Pitch deck
- ☐ Sales deck
- ☐ Datasheet
- ☐ Other: _____

