

**FROM CONFUSION
TO CONVERSION:**

**HOW A MESSAGING
PLAYBOOK UNIFIED
ONE COMPANY AND
CLOSED MORE DEALS**





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I'M ON A MISSION TO HELP THE PRINT INDUSTRY SELL MORE PRINT



Let's Get Real

- Real-world use cases
- How a playbook works in the messiness of real teams
- A real printed example you can (watch me) flip through today

PRINTING UNITED
EXPO

Imagine

PRINTING UNITED
EXPO

- Wednesday
9:00 AM – 5:00 PM
- Thursday
9:00 AM – 5:00 PM
- Friday
9:00 AM – 3:00 PM

PRINTING UNITED
EXPO

- Wednesday
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When your message shows up the same way, everywhere, you'll stop leaking leads, resources, time – and money



The problem:

**Fragmented messaging
costs money**



**Most companies don't have
a lead gen problem...**

They have a messaging alignment problem.

Different departments each have their own “truth”:

- Leadership talks vision and history
- Sales talks features and functions
- Marketing talks campaigns and trends
- Ops talks capability and process



INKJET
BINDERY
GRAPHICS
PRINTING
FINISHING



You can invest in tech
You can invest in sales,
You can invest in events



**But if your message changes from
touchpoint to touchpoint,
prospects will see you as
“just another ...”**



**WHAT THE
EFF IS A
MESSAGING
PLAYBOOK?!**



**Your
Single
Source
of
Truth**





**Who do you help?
How do you help?
Why does it matter?**

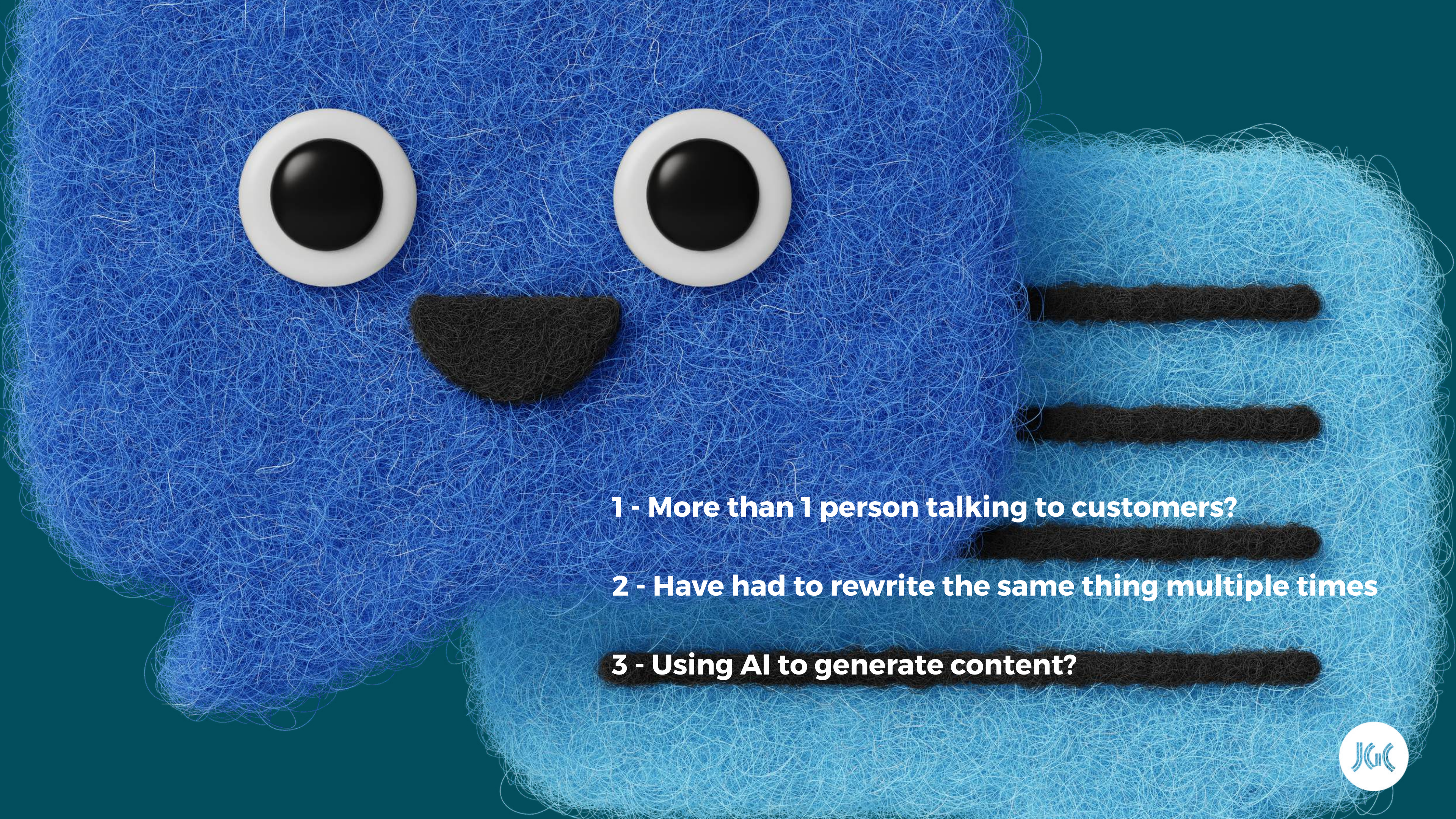
Consistency creates comprehension.

Comprehension creates trust.

Trust creates conversations.

Conversations create revenue.





1 - More than 1 person talking to customers?

2 - Have had to rewrite the same thing multiple times

3 - Using AI to generate content?



AI Slop:

Why this got urgent



Amazing at speed and scale...

But dependent on inputs

If you don't give it direction, it fills gaps with language, but that language lacks:

FOCUS

DIFFERENTIATION

INTENT

That's how you end up with content that's "meh"...

It's generic, drifts off-message, and erodes trust.



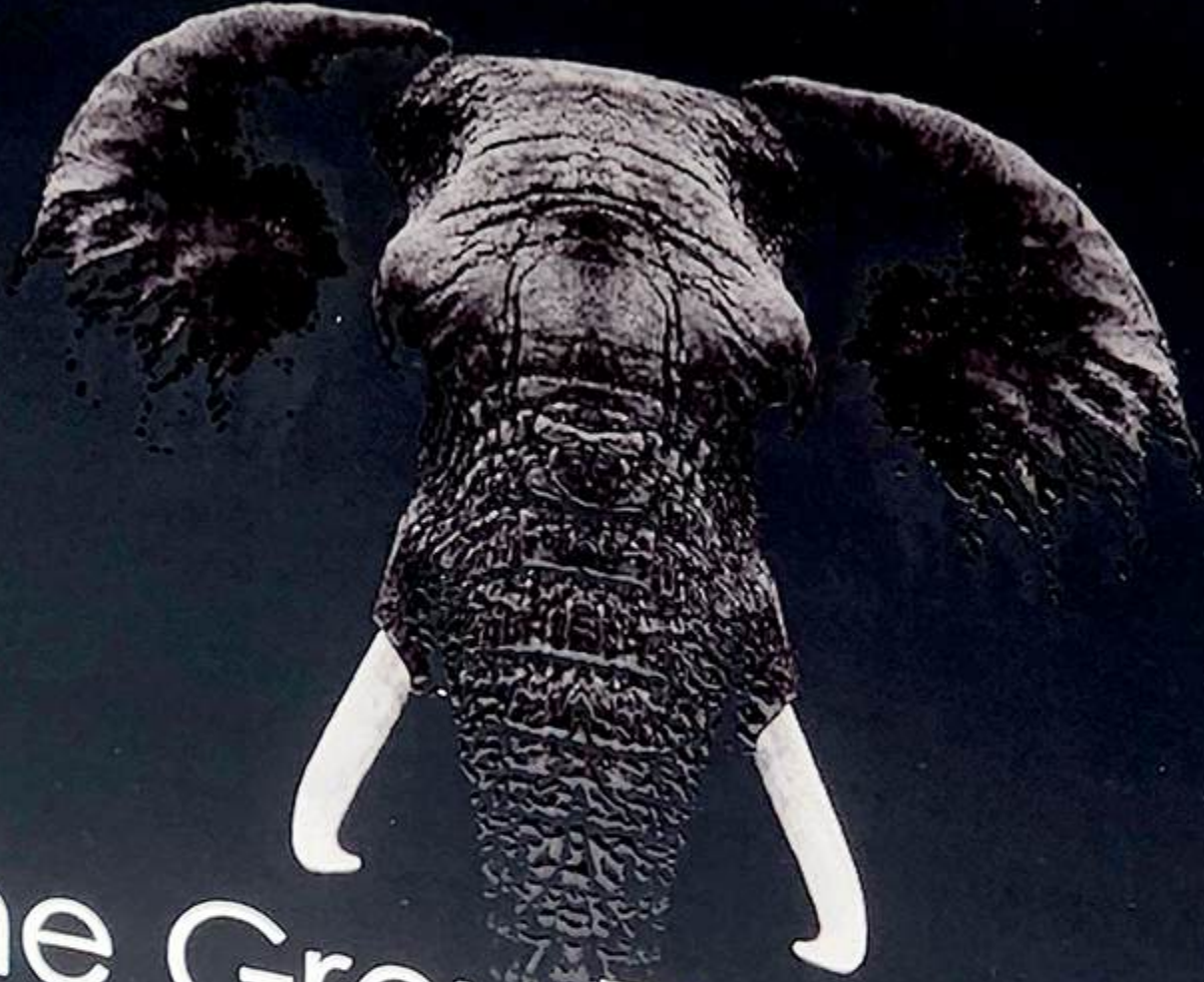
**I call that AI slop.
And the cost is more than “cringe”.
It’s pipeline.**





The Grey Elephant Never Forgets

www.the-grey-elephant.com



The Grey Elephant

Corporate Messaging Playbook

May 2024

When people hear “messaging,” they think tagline.

Core positioning

Example: “We help you print more labels and packaging more profitably.”

Talk tracks by scenario

Short-run printers, long-run printers shifting to short runs, regulated environments.

Target audience clarity

Who it’s for, who it’s not for, and what “good” looks like (size, setup, systems).

Buyer roles and what each cares about

Owner, production, process improvement, graphics/prepress, compliance.

Problem and solution narratives

Written in the customer’s language, not your internal language.

Approved boilerplate “About” copy

Long, medium, short, and trade show versions.





The Grey Elephant

Corporate Messaging Playbook

May 2024

The “before and after” moment

Here’s what happens before a playbook:

- Everyone has good ideas
- Everyone explains the company in their own way
- The customer hears multiple messages
- Confusion shows up as “ghosting,” “price shopping,”
- or “we’re going with someone else”

The fix is not: “write better copy.”

The fix is: get everyone using the same source of truth.



**When your message is consistent,
your marketing stops being “activity”
and starts being momentum.**



“ I feel like JGC handed us a life vest and I could never imagine working without it again. ”
Jennifer Pettinger
CEO



“ It keeps us focused, our customers are clear on how we help them, and it's helped us close more deals. ”
RJ Deneau
Business Development
Manager



“ I have it bookmarked to open automatically when I start my day. It motivates me to stay focused and start each conversation on message. ”
Sara Deneau
CFO



“ When I have a business problem, I know I will find the solution in the Messaging Playbook. ”
Gretchen Stephenson
Project Manager



joanne gore
communications

CASE STUDY
THE ROI OF A MESSAGING PLAYBOOK

Featuring:



**Three practical next steps
you can take right now**

Step 1:

Audit your “messaging seams”

Pick 3 touchpoints:

- Your homepage
- A sales deck
- Your last five LinkedIn posts (or emails)

Do they tell the same story in the same language?

If not, your buyer is doing extra work.



Step 2:

Create one page of “approved language”

Not a novel. One page:

- Your core positioning statement
- Your top 3 customer problems
- Your differentiators
- 3 proof points
- 2 CTAs

That’s the seed of a playbook.



Step 3:

Use the playbook to control AI, not the other way around

If you're using AI, don't ask it to "write a post."

- Feed it the playbook content
- Instruct it to only use your approved blocks and constraints
- Review, Revise, Refine

Stop the slop!



**If your team can't
tell the same story,
prospects won't trust
the one they hear.**



WE HELP THE PRINT INDUSTRY SELL MORE PRINT

Let us help you stretch your marketing dollars,
attract a new generation of business,
and pinpoint the quickest time to money -
with programs that generate awareness,
engagement and growth

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