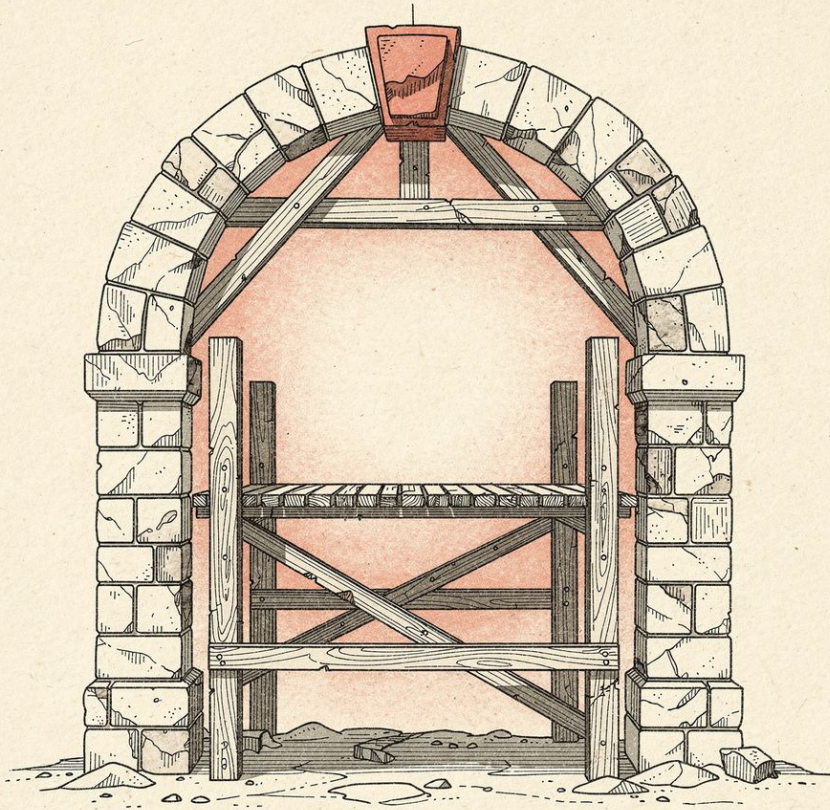




FRAMEWORK

Conviction-Led Messaging Architecture

The system underneath the work

THE TEST

Ask a team what their company does and you'll get a competent answer.

Ask what it believes and you get a pause, then a value prop restated more slowly.

A competitor could sign your messaging **without changing a word.**

It's accurate. It describes real capabilities for real buyers. And it never took a position anyone could disagree with.

THE MISSING LAYER

A conviction is what your buyers already suspect but nobody has said out loud.

It's what makes an audience say *exactly*. That turns a silent frustration into a shared belief, and the belief is what earns the right to present a solution.

Part 01

The ladder

Nine levels, each one constraining the next

Every word traces back to a belief.

- 01 Corporate Strategy
- 02 Elevator Pitch
- 03 Audience
- 04 Problems
- 05 Convictions ← the one most teams skip
- 06 Perceptions
- 07 Solutions
- 08 Use Cases
- 09 Feature Sets

Most messaging starts at **Solutions** and reasons outward.

That produces something defensible and forgettable, because the argument runs backward: here is what we built, therefore here is why you need it.

RUN IT FORWARD INSTEAD

The product becomes a consequence, not a pitch.

Here's what's going wrong. Here's what we believe about why. Here's what follows if that's true. By the time the product appears, the reader has already agreed to the premise.

Part 02

Writing one that holds

Put a competitor's logo on the sentence. **Is it still true?**

If so, you've written category education, and you're spending budget teaching the market to buy from anyone.

THREE FAILURE MODES

Most first drafts die here.

- 01 The universal truth. Nobody disagrees, which is the problem.
- 02 The disguised feature. A roadmap item wearing a belief costume.
- 03 The insult. Indict the category, never the reader.

A WORKED EXAMPLE

Field service operations.

Problem

Work gets approved by whoever happens to be looking at their phone, and the record of why is scattered across texts and memory.

Conviction

Losing control of spend is what happens when the decision and the record live in different places. Control should be a property of the workflow.

The reframe is the thing they remember.

It moves the reader's situation from a personal failing to a structural one, which is why the solution lands as relief rather than a sales pitch.

Part 03

Knowing it works

FOUR SIGNALS

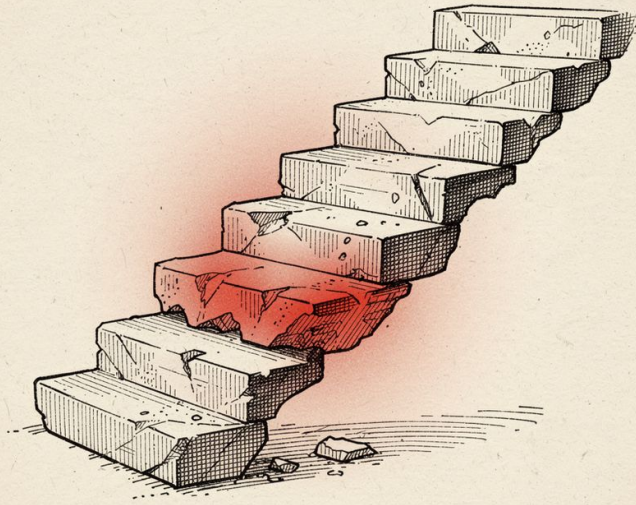
You'll see it in behaviour before you see it in metrics.

- 01 Sales uses the conviction language unprompted
- 02 Briefs get shorter, because the argument is already settled
- 03 Someone outside marketing pushes back for being off-narrative
- 04 You can tell whether content belongs without a meeting

THE HONEST COST

The first campaign built this way feels slower.

The payoff is that the second one starts from a shelf instead of a blank page, and every campaign after inherits an argument nobody has to relitigate.



FROM THE SHELF

What does my prospect need to believe in order to buy?

BILLY BROAS

SIMPLE MARKETING FOR SMART PEOPLE

Broas builds an entire practice on that one question. It's the closest thing to a direct ancestor of this ladder.

**Start with the conviction. The
message follows.**