

# The UCS Messaging Alignment Template™

Speak to the struggle. Cut the fluff. Convert more buyers.

## Why This Template Exists

Most messaging frameworks stop at the problem. They assume that once you understand what the buyer is trying to solve, you can build copy that converts.

That's outdated thinking.

In modern B2B marketing, you're not just solving *problems*. You're guiding buyers through moments of tension, confusion, and risk. What drives action isn't always the business case—it's the emotional and practical **struggles** that sit beneath the surface.

This template helps you structure your messaging around those **real struggles**, then map them to the **stage of the buyer's journey** and the **problem they're trying to solve**—so your messaging doesn't just sound better, it scales better.

## Why It Works

In a legacy system, you'd take one message and blast it across the entire funnel—spray and pray.

A modern system targets **problems by funnel stage**.

But a scalable system—**your system**—goes further:

- You layer **struggles** over **problems**
- You layer **problems** over **funnel stages**
- You multiply content opportunities, relevance, and resonance

This unlocks a modular message architecture where one insight can be repurposed into dozens of high-performing assets.

The result? A content engine that's more personal, more powerful—and infinitely more scalable.

## Pre-Step: Clarify the Problem First

Before you speak to the struggle, you need to understand the problem they're trying to solve.

Think of this as the “business case” behind the emotion.

**What is the main problem your buyer is facing?**

*(Examples: Can't prove marketing ROI, Leads aren't converting, Strategy feels scattered)*

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**What's causing this problem?**

*(Is it tactical? Strategic? A visibility issue? A system issue?)*

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**What do they believe needs to change?**

*(What's the fix they're hoping to find?)*

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Now that you've clarified the **problem**, you can dig into the **struggles** underneath it.

## Section 1: Anchor to the Buyer's Struggles

Struggle Type	Prompt	Your Input
External	What's happening around them—outdated software, market shifts, missed targets?	<hr/>
Internal	What's frustrating, overwhelming, or threatening them personally in their role?	<hr/>
Philosophical	What core belief or expectation feels violated or uncertain?	<hr/>

These become your emotional triggers. Build messaging around them, not just the problem.

## Section 2: From–To Clarity Map

**Help your audience see the change your offer creates.**

In this section, you're not writing about *your* business—you're mapping the transformation **your buyer** (or client's buyer) is seeking.

Use the prompts below to connect where your target audience is right now (their current state) to where they want to be (desired outcome). This will help you write messaging that speaks to outcomes—not just features.

**Instructions:**

Think like your buyer. What is their **before** state (problem, frustration, inefficiency)? What is the **after** they want (clarity, growth, relief)?

Use these real-world examples as inspiration:

EXAMPLE: Product	FROM	TO
Payroll software	Hours lost to manual timesheets	Fully automated, real-time reporting
Coffee subscription	Low-quality beans from the grocery store	Fresh, ethically sourced roasts at your door
Agency service	Inconsistent messaging across campaigns	A cohesive brand that actually converts

Your turn:

Product	FROM	TO

Why It Matters

People don’t buy products. They buy **progress**. They buy the **change** you help them achieve.

This map helps you make that change visible, so your messaging resonates immediately—whether you’re writing an ad, a landing page, or a sales deck.

Section 3: Modular Message Building Blocks

Map how the same **problem** and **struggle** show up at each stage of the funnel. This is what transforms one insight into dozens of strategic angles.

Funnel Stage	Primary Problem	Core Struggle	Messaging Angle
TOF	Low visibility	No clear strategy or priority	“You're investing, but you're invisible.”
MOF	Unqualified leads	Wasting time proving ROI	“You’re doing the work—but it’s not landing.”
BOF	Stalled or lost deals	Fear of looking bad if it fails	“You can’t afford another misfire.”

**Your Turn:**

Use your *FROM–TO* map above, and now apply that insight across the funnel stages below:

Funnel Stage	Primary Problem	Core Struggle	Messaging Angle
TOF	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
MOF	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
BOF	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>

**Section 4: Write the Messaging**

- Headline (what they feel / what’s wrong):**  
 “You’ve followed the playbook. So why isn’t it working?”  
**Your version:** \_\_\_\_\_
- Subhead (your unique fix):**  
 “We help you realign your marketing system—so it finally drives revenue.”  
**Your version:** \_\_\_\_\_

- **Primary CTA (action tied to struggle):**  
 “Start Your Fix” / “Diagnose the Problem”  
**Your version:** \_\_\_\_\_
- **One-liner Problem Statement:**  
 “Marketing isn’t broken—your system is misaligned. Let’s fix it.”  
**Your version:** \_\_\_\_\_

## Section 5: Repurpose Across Assets

You’ve now built messaging that reflects real problems and struggles. Here’s how to scale it:

Asset Type	Prompt / Template
Ad Copy	“Tired of marketing that doesn’t convert? Fix the real problem—start with the struggle.”
CTA Button	“Fix My Funnel” / “Start the Self-Diagnosis”
Social Post	“Most marketing fails—not from lack of effort, but from a system that doesn’t reflect how buyers think. Here’s the fix.”

You can now take one insight and shape it across formats, channels, and buyer stages—without losing strategic depth.