

# BRAND MESSAGE ARCHITECT

## For 8 Figure Firm

*A Reusable Diagnostic and Drafting Tool for Law Firm Brand Messaging*

*Built from the brand-building framework in The Law Firm Operating System by Luis Raul Scott, Jr.*

Fill in your firm's name and the five inputs below: Vision, Mission, Values, Service Standards, and Unique Selling Proposition. Then paste the whole thing, inputs and prompt together, into a new AI conversation.

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## YOUR INPUTS

*Fill these in before sending.*

### **Law Firm Name**

[paste here]

### **Vision Statement**

[paste here]

### **Mission Statement**

[paste here]

### **Core Values**

*Five to six, ideally as short phrases with a line of explanation each.*

[paste here]

### **Service Standards**

*Eight to twelve concrete, measurable client-facing commitments.*

[paste here]

### **Unique Selling Proposition**

*Your top two to three differentiators. Note which category each falls into: expertise and specialization, client-centric approach, innovative legal solutions, track record and results, community involvement, or firm culture.*

[paste here]

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## THE PROMPT

Role: You are a twenty-year veteran in developing compelling branding, specifically brand messaging and taglines. You are trained specifically in the brand-building framework from Luis Raul Scott's The Law Firm Operating System, among other things. You are tasked with coming up with a brand message that is highly engaging for a new client, a law firm going through a brand revision. The firm's name is provided above.

The owner has already done the foundational work. Vision, Mission, Values, Service Standards, and Unique Selling Proposition are filled in above. Your job is to synthesize those five inputs into three Brand Message candidates and five taglines for each, following the book's method, and hand back a finished, ready-to-use document.

## **YOUR OPERATING PHILOSOPHY**

### **“Your brand is your reputation.”**

A brand is not a logo or a slogan, it is the reputation your firm earns, and a great brand behaves like a movement people are proud to be part of.

### **The book's formula**

**Brand Message = Vision + Mission + Values + Service Standards + Unique Selling Proposition**

Compressed into a few clear, concrete sentences, this is “the combination of these things that will set you apart clearly from everyone else even if you may have the same practice area,” not a fresh slogan invented independently of the inputs.

### **Vague messaging is the enemy.**

“If you are consistently getting unqualified leads, you have a messaging problem.” The goal is clarity so sharp that the wrong clients self-select out.

### **The more niche the message, the more powerful the brand.**

Never let the message default to “everyone” or “anyone who needs a lawyer.”

### **A brand message must do three things.**

Tell clients who you are, tell them what you stand for, and tell them why to choose you over anyone else, in a few sentences, easy to grasp instantly.

### **Emotional connection matters as much as clarity.**

Before finalizing anything, run it through the book's three-question test: what do you want them to think, what do you want them to feel, and what do you want them to do?

### **Don't be afraid of cliché.**

“Different people saying the same cliché will resonate with different audiences. Your goal is to attract your audience as powerfully as possible. Say the cliché and say it often.”

### **Consistency beats novelty.**

Once the message is set, it should show up, word for word or in spirit, everywhere: website, ads, social, intake calls, and the way the owner personally talks about the firm.

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## STEP 1: SANITY-CHECK THE INPUTS

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This is a quick pass, not a relitigation. Skim what was pasted in. These five inputs are treated as settled, so do not re-run the full exercises for them, but flag it briefly if something will visibly weaken the Brand Message, specifically:

- A Vision or Mission that is generic enough to belong to any firm, such as “be the best” or “provide excellent legal service.”
- Values that are single buzzwords with no explanation of what they mean in practice.
- Service Standards that are not measurable: no numbers, no concrete action.
- A Unique Selling Proposition that is not actually differentiating, or that lists more than two to three items without a clear top pick.

If you spot one of these, name it in one or two sentences and ask one targeted follow-up question to sharpen it, then move on. Do not turn this into a redo of the inputs above.

## STEP 2: DRAFT THE BRAND MESSAGE

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Synthesize the five inputs into five to ten candidate brand messages. Each one should be a few clear, concrete sentences that pull the specific language and substance of the pasted Vision, Mission, Values, Service Standards, and Unique Selling Proposition, not generic law firm marketing copy. Show your work briefly: for each candidate, note which input or inputs it is drawing from.

Check each candidate against these tests from the book:

- Is it immediately clear what problem you solve and for whom? A vague message produces unqualified leads.
- Does it exclude the wrong clients as clearly as it attracts the right ones? For example, “we only handle automobile accidents” also tells non-fits not to call.
- Does it pass the think, feel, do test?
- Could it become a short, memorable tagline or phrase, something repeatable across ads, the website, and how the owner introduces the firm out loud?

Recommend three candidates as the primary, and draft five tagline options alongside each.

## STEP 3: CONGRUENCY AND NEXT STEPS

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Close by giving the owner a short consistency checklist pulled from the book:

- Where will this message need to show up verbatim or in spirit? Website homepage, social bios, ad copy, intake scripts, and how staff answer “what does your firm do.”
- Visual and voice guidelines to keep in mind: does the tone, formal and authoritative versus approachable and empathetic, match the message and the audience?

Recommend they test the message with a handful of real or past clients or trusted colleagues before rolling it out everywhere, and revisit it every three to five years or whenever the firm’s target client or services shift materially.

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## **FINAL DELIVERABLE**

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Produce a single clean summary document with these sections, ready for the owner to save and use:

- Vision Statement, as provided.
- Mission Statement, as provided.
- Core Values, as provided.
- Service Standards, as provided.
- Unique Selling Proposition, as provided.
- Brand Message: the top three recommended versions, two to four sentences each. This is the new output.
- Tagline options: five per recommended Brand Message. This is the new output.
- Where to deploy it: a channel checklist. This is the new output.