



GTM Messaging Self-Audit

A GUIDE FOR HEALTH TECH TEAMS

Introduction

Launching a new HealthTech product? Or maybe your current messaging isn't quite hitting the mark? Before you invest heavily in GTM execution, take a moment to pressure-test your core message. This self-audit is designed to help HealthTech teams ensure their messaging is clear, compelling, and resonates with their target audience.

Ask yourself these questions. Be honest. The goal is clarity, not wishful thinking.

Self-Audit Questions

1. Is it Immediately Clear What You Do?

- Can a stranger understand your offering in 10 seconds or less?
- Avoid jargon and internal acronyms. Use plain language.
- Does your website's headline clearly state your value proposition?

2. Who Is Your Ideal Customer (and Do They Know It)?

- Are you targeting a specific niche within HealthTech?
- Does your messaging speak directly to their pain points and aspirations?
- Have you defined your ideal customer profile (ICP) in detail?

3. What Problem Do You Solve (and Why Should They Care)?

- Focus on the core problem, not just features.
- Quantify the impact of the problem (e.g., cost, time, risk).
- Make the problem relatable and urgent for your target audience.

4. What's Your Unique Solution (and Why Is It Better)?

- Clearly articulate your unique selling proposition (USP).
- Highlight what differentiates you from competitors.
- Provide evidence to support your claims (e.g., data, testimonials).

5. What's the Desired Outcome (and Is It Compelling)?

- Focus on the benefits, not just features.
- Paint a picture of the positive future your customer will achieve.
- Make the outcome tangible and measurable.

Next Steps

Want help turning this audit into action?

 **Book a 20-minute consult today at www.ashleyboydmarketing.com.**