



WHAT CAN WE MAKE POSSIBLE?
(Outcomes, solutions, benefits)

KEY DATES

WHO IS THE CUSTOMER?
(Segment(s))

WHAT ARE THEIR NEEDS OR PAIN POINTS?

WHO/WHAT DO THEY LISTEN TO?
(Influencers)

WHAT CAUSES THEM TO ACT?
[Drivers and compelling event]

WHAT GETS IN THE WAY?
[Blockers]

HOW DO WE DO IT?

PROOF POINTS?
(Customer examples, reports)

WHY MY BRAND / COMPANY / PRODUCT / SERVICE?
(Differentiators)

CAMPAIGN / MARKETING ASSETS

CONTENT IDEAS

COMMUNICATION TACTICS