Unique Selling Proposition:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_that\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*name of business type of business/industry verb (sells, produces, offers…)*

to/for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Target Market (explanation of differentiation – unique benefit)*

1. Market/Product Messaging Detail

**TARGET MARKET (TM) SEGMENT :** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Persona \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |
| --- | --- | --- |
| Feature (what) | Advantage (what for/why) | Benefit Translation (so that…) |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

(*Add additional rows on separate page as needed.)*

**Key Message**

(Articulated from advantages/benefits. Check: Does it agree with your USP?):

**Buying Process/Preferences:**

(What steps does the buyer do? Break down into small individual commitments.)

(Copy this page and add Messaging Detail for each TM Segment and repeat the process.)

1. Communication Objective

**Current Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective (Tied to overall Goals) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Communication Planner (AIDA backwards)

**Communication Method: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Call to Action**-

(Follows a specific objective. Is A**ction** based on where the customer is in the buying process. Ex: Sales Promo, offer, click throughs, next step...)

**Storybuilder-**

(Features the customer as the hero in the story – overcoming the problem/need with your advantage/solution from above. Uses persuasive principles connected to your TM to build the I**nterest** and create the D**esire** that motivates the Action: (Go back to benefits for interest and key message for desire – study your TM persona always link to CTA.)

**Creative Concept Development** –

(What are Grabs A**ttention**, holds attention- helps tell the story – what headline, images, graphics and call outs will you use?)

**Flip it around to build your actual content!**

Use everything above as your rough draft to create your actual content in reverse.