



WHO ARE YOU TALKING TO?

Demographics

Age Range: _____

Gender: _____

Occupation/Role: _____

Education Level: _____

Income range: _____

Location: _____

Psychographics

Values they hold _____

Interests/Hobbies _____

Motivation/ what drives them _____

Lifestyle Habits _____

Challenges & Pain Points

Biggest obstacles they face _____

Problems your product /services can solve _____

Myths & Misconceptions

What does your audience believe that isn't true? _____



DEFINE YOUR PROMISE

Core Promise

What transformation or value do you deliver? _____

Proof Points

Evidence or results that back your promise _____

Emotional Connection

How does your audience feel when your promise is fulfilled? _____



CRAFT YOUR MESSAGE

Message Pillars

Key themes or values in your brand messaging _____

Tone of Voice

How your brand should sound _____

Sample Statement

Draft one strong brand statement to test with your audience _____

CLARIFY YOUR OFFER

Product/Service Overview

Name of your offer _____

Format (course, service, program, etc.) _____

Duration/Timeline _____

Price point _____

Benefits

Top 3 benefits clients will experience _____

Differentiators

Why is this different from other solutions? _____



KNOW YOUR COMPETITION

Competitor Landscape

Who else serves your audience? _____

Strengths & Weaknesses

Where do they succeed? Where do they fall short? _____

Your Edge

What gives you an advantage over them? _____

CALL TO ACTION

Primary CTA

What is the #1 action you want people to take? _____

Secondary CTA

A softer action for those not ready yet _____

Urgency Factor

What makes it important to act now? _____

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