

Messaging Platform Worksheet

SAMPLE:

FOR CEOs, presidents, owners and directors of technology companies targeting key vertical markets **WHO** want to cost effectively increase sales and solidify their brands to target audiences, Softscribe Inc. **IS A** technology market consulting, branding and public relations company **THAT** helps clients achieve substantial business growth. **UNLIKE** large, traditional brick and mortar agencies, or generalist boutique companies, Softscribe Inc. has an 80% client retention rate over its 13 year history, helps clients increase sales an average of 10 to 25% per year, and innovates 1 to 4 new products per year to meet customers' expanding needs.

| | |
|---|--|
| [Company] Strategic Objectives | <ul style="list-style-type: none"> ○ Build greater awareness in the [hospitality] market of [your Company]'s suite of [products, service type]. ○ Educate the industry and potential clients about the scope and benefits of [Company] as thought leader in [your area of expertise.] ○ Increase [Company]'s sales xx%. |
| High Level Story Short phrase that describes the President's mission in the next quarter | |
| PR Program Measures "Must-have" results from the PR program in the next six months. | |
| [Company]'s Primary Market and Product | |
| Top Three Benefits and Features Plus Proof Points | |
| Target Customer Profile The type of prospect that generates 50% of sales revenue in the next six months | |
| The Big Problem [Company] is Solving Please include metrics, if possible. | |
| [Company]'s Key Competitive Advantage(s) <ol style="list-style-type: none"> 1. Quantifiable details. 2. Sustainable 3. Something competitors cannot claim. 4. Tell the buyer something they do not know. Help the buyer make an educated decision. | |
| Important Partners, Status, and What They Add | |
| Key Competitors | |
| Biggest Impediments to Success, Next Six Months | |

[Company] Messaging Platform Template

| | |
|--|--|
| FOR (target customer) | |
| WHO (need or opportunity) | |
| (product name) | |
| IS A (product category) | |
| THAT (key benefit – compelling reason to buy) | |
| UNLIKE (primary competitive alternative) | |
| OUR PRODUCT (statement of key differentiator) | |

Draft 1.0:

FOR

WHO

IS AN

THAT

UNLIKE

[product name]

###