KEY MESSAGE DEVELOPMENT WORKSHEET

Defining My Core Message

Business Name:

My Product or Service

What do I offer?

My Ideal Customer

Who do I want to reach?

Benefits

What benefits do customers receive?

Unique Value

What makes my offer different?



My Key Message

Complete the sentence:

> "I help
> _____
> to
> _____
> so that
> _____

Short Promotional Statement

Write a short description (50 words maximum):