

Business901

Project				Positioning					
The campaign	Name your campaign	Your objective	Time Line	What's your category	the category you can win in				
	Main Contact (go to person/team)	Decision Makers (who signs off)	Participants/Influencers		The Customer Need	the low hanging fruit you can win			
	Sales Person/Main driver	Sales/Marketing Team (internal/external staff)	Your Resources to include vendors			Uniqueness	the key thing you have over the other guy		
Case				Message					
Situation	your assessment			Promise	what you have to offer				
	Gap	your concern			Tagline	your invitation			
		Insight to fill Gap	your ambition			Secret Sauce	your trademark coolness		
Story				Discussion Points (Power of 3)					
Vision: Desired Future	what you believe			Features	your awesome		your awesome	your not screwed up	
	Mission: Role in realizing vision	what you commit to			Benefits	your best evidence of awesome	your best evidence of awesome	your best evidence of not screwed up	
		Value criteria to fulfill	Functional			Emotional	Social	Proof	Name of your awesome stuff
Voice: Tone & Manner			The level of familiarity & info warranted by your target's level of trust and knowledge			Offer: Call to action	Your most attractive next step		