



NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

## IDENTIFY YOUR BRAND

IDENTIFY YOUR VALUE PROPOSITION

IDENTIFY YOUR LOOK & FEEL

## WHAT'S YOUR GOAL

IDENTIFY YOUR TARGET AUDIENCE

IDENTIFY YOUR CALL TO ACTION

## IDENTIFY THE CONFLICT

IDENTIFY YOUR TARGET AUDIENCES'S PAIN POINTS

## BE THE HERO

IDENTIFY HOW YOUR VALUE PROPOSTION SOLVES THEIR CONFLICT

## BRAINSTORM

IDENTIFY SOME WAYS WE CAN TELL THIS RELEVANT STORY

