***IngerSource Doc***

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| --- | --- |
| Name of Product / Service |  |
| Company Content Experts: |  |

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| General Description* Describe the product or service.
* What is the company’s point of view on the problem and how to solve it?
* Are we advocating for a different/better approach?
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| Value Proposition**Our** *[TYPE OF PRODUCT/SERVICE]* **helps** *[TARGET PROSPECT]* **to** *[PRIME BENEFIT]** Why should the audience believe our claim?
* What makes service unique or different?
* Can we quantify benefit customer can get?
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| Target Audience and MindsetProblems faced / Where’s the pain? / Benefits sough / Obstacles to sale |
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| Competitive Position* Who are competitors and what are their strengths and weaknesses?
* How do we sell against them?
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| Features of the Service | Benefits of this feature to customer*(include specific bottom line benefits if possible)* |
| Feature | Benefit |
| Feature | Benefit |
| Feature | Benefit |
| Feature | Benefit |
| Feature | Benefit |
| Feature | Benefit |
| Feature | Benefit |
| Feature | Benefit |
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| What are the Primary benefits?  |
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| Are any features unique?  |
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| ProofCases? Testimonials? Awards? Facts? |
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| Keywords How would prospect search for this service? |
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| How can we visually portray this service in the simplest, most powerful way? |
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| Does the service need to be branded?  |
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| Other Considerations? |
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