***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 Mindset  Problems 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 |
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| Feature | Benefit |
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| What are the Primary benefits? | |
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| Are any features unique? | |
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| Proof  Cases? 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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