

KEY MESSAGES

Marketing || Worksheet

Key messages are statements about your business that emphasize your strengths and are compelling to your customers. Use this worksheet to identify your top 3-5 key messages for your business as a whole and for each product/service you sell.

Write down all the possible answers to the following four questions:

What is your business really good at doing?

What do your customers want to know about what you sell?

How are you different from your competitors?

What do you do better than your competitors?

When you're finished, circle three to five of the most important points.

Your Top Key Messages

Use this worksheet to identify your top three to five key messages, and then use these key messages in all of your marketing efforts and throughout your business.

List your top three to five key messages (that you circled on page 1) and expound upon each one.

1.

2.

3.

4.

5.