

COMPELLING MESSAGING (BEFORE / AFTER)

Show that you understand exactly where they are at now, and where they want to go. Speak the language of your customers, talk about their pains, fears, wants, and ambitions in the same way they do.

CURRENT REALITY	DESIRED RESULT

F.A.B. PRODUCT MESSAGING

What is a fact or feature of your product, what does that do or mean, and why is that important to them?

FEATURE	ADVANTAGE	BENEFIT