

# *Startup Success*

## MESSAGE CLARITY WORKBOOK

### **PART ONE**

WHO IS YOUR CUSTOMER AND  
WHAT DO THEY WANT?

# Startup Success

MODULE 1 // Creating a Clear & Compelling Message

## Message Clarity Part 1

1. What are the top **three** things that nearly everyone in your [future] audience wants?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. Which **one** desire will you focus your message around?

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3. What's driving your customer's desire? **Why** do they want what they want?

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# Startup Success

## MODULE 1 // Creating a Clear & Compelling Message

4. Is there anything else you know about all/most of your audience? (gender, location, age, income, etc.?)

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5. What's STOPPING them from getting they want?

External obstacle:

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Internal obstacle:

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