



MARKETING MESSAGE WORKSHEET

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Use this worksheet for digging into the research you've done and collating the insights from that so you can start writing your emails.

Use your Deconstructed Offer worksheet and your survey responses to really nail your messaging!

What are the 3-5 key struggles your audience is experiencing?

- _____
- _____
- _____
- _____
- _____

What are the 3-5 key outcomes your audience wants?

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- _____
- _____
- _____
- _____

What are the 3-5 hesitations holding your audience back?

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- _____
- _____
- _____
- _____

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What are the top questions that your audience will have around your offer? Go deep here. Don't just go for the surface-level "questions"!

Example: Will this yoga course work for me even though I am a beginner with no yoga experience?

Who are your top competitors and how is your offer better than them?

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How are your bonuses and core offer content designed to remove objections and fast-track progress?

What social proof do you have that will remove hesitations and give your audience additional confidence in your offer?

What guarantee, if any, can you offer?

What is your offer's ONE promise?
