## All your brand messages under one roof - Template



INTRO- WHO WE ARE Your brand descriptor		
We do it for:	What we do:	Why this matters:
Here you summarise your main target customer types. This helps keep them in mind as you develop your messages	Here you apply your products/services to your target customers, reflecting what they need (not what you want to sell them)	How does this meet your customers' needs? Why does what you do matter to them?
	Why Us:	
Message 1	Message 2	Message 3
3 headline reasons why you meet their needs, why your products/services will satisfy their requirements and why you are better than the competition		
Our Foundations:		
Our Products & Services:	Proof Points:	Demonstrations:
Stats and facts which demonstrate how your products/services bring value	Testimonials and feedback from other customers Awards Repeat business facts	Case-studies and stories