BATTLE CARD

Crossing StatementThe Concept of the Crossing Statement





- (1) "That means..."
- (2) "That guarantees..."
- (3) "That increases..."
- That increases...
- 4 "That enhances..."
- 5 "That enables you...."

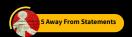


Here's an example of a $\underline{\textbf{Combinations of Towards To \& Away From}}$ Statements:

What's in it: With 'our Enterprise solution,' you can replicate your organizational structure within [Company Name or Product Name].

Away from: That frees you from uncontrolled content creation as you have it right now.

Towards to: And, you are moving towards a standardized content creation experience for everyone in (Company Name or Product Name).



- (1) "That minimizes your risk..."
- (2) "That protects..."
- (3) "You are getting away from..."
- (4) "Therefore you are limiting..."
- 5 "That frees you from..."



Here's an example of a Towards To statement:

- What's in it: With our 'Enterprise Suite,' you can replicate your organizational structure within [Company Name or Product Name].
- Towards to: This means for you, that your team can adapt seamlessly to a familiar structure.
- Benefit: which guarantees increased efficiency based on a structure your team already knows.

Here's an example of an Away From statement:

- What's in it: With our 'Enterprise Suite,' you can duplicate your organizational structure within [Company Name or Product Name].
- Towards to: This means reducing uncontrolled content creation that can harm your brand.
- Benefit: This protects you from off-brand publishing.