

Marketing Messaging Puzzle

What experience is your target audience having that creates a pain or opportunity for them?
How do you express that experience from their perspective?

Buyers' Pain
or Opportunity

What new, previously unknown information can you provide about that experience?
What insight can you shed on its impact?

Valuable
Insight

Why is your product, solution, or service the best and only option to move forward?

Your
Differentiation

Is there a way to solve the pain?
A way to capitalize on the opportunity?

Path Forward

