

Overview

Summary of Project	
Project Goals	
Success Metrics	

Background

What problem are you solving for your customer?	
What is your offering?	
Who are your competitors?	
What differentiates you from your competitors?	

Audience & Messaging

Target Audience	
Audience Details (title/role, activities, platforms they engage in, challenges they face)	
What opinion do they have about your industry or solution?	
Key message(s)	

Audience & Messaging (continued)

Proof points that reinforce messaging (e.g., why should they believe you)	
Call to action	

Project Information

Budget	
Key milestones (include start, key events/actions, expected completion)	
Any additional information or ideas (optional)	