

Exercise: Create your **messaging framework** by answering the questions below.

- **DESIRED OUTCOME:** What does your customer want to **achieve**? Why should they **consider** your offer? How can you get their **attention**?

- **PROBLEM/NEED:** What **core need** does your customer have? What problem do they want to **fix**? What **questions** are they asking themselves?

- **YOUR SOLUTION:** What **product or service** are you offering that solves their problem? Restate your **value proposition** statement.

- **CALL TO ACTION:** What **specific action** do you want your customers to take to get access to your solution? Is there an **interim step** they can take to get things started or before they make a full commitment?

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▪ **SUPPORTING DETAILS:**

CREDIBILITY: What proof do you have that your solution works?

DELIVERY: How does your solution work?

OFFER: What is your proposal to access your solution?

- **BENEFIT:** What **rational and emotional benefits** will your customer experience if they use your solution?

Exercise: Write a sample email or one-pager using the **messaging framework** you've created. Make sure you keep the order of the points included in the framework.

SAMPLE COPY (EMAIL, ONE-PAGER)