

Craft Your Message

(Trade Show U Session #4)

Things my prospects love:

Things my prospects hate:

Problems my prospects are seeking to solve:

Ways our products and services can solve our prospects' problems:

My prospects' beliefs about the marketplace:

My prospects' beliefs about our company, products, and services:

Things my prospects enjoy during their free time:

Celebrities whom our prospects respect:

Things our prospects value from our company, products, and services:

Things our existing customers have to say about our company, products, and services:
