## Building Your Message Map                                        Worksheet

What is the key insight that will drive your audience to change their behavior?

_____

_____

_____

What benefits can you offer to your audience?

_____

_____

_____

What do you want your audience to believe about your program/product?

_____

_____

_____

Are there specific message points you can use to create an emotional connection to your audience?

_____

_____

_____

What is the main message?

_____

_____

_____

Are there also supporting messages that are important (features go here)?

_____

_____

_____

## Creating Your Value Proposition

"If I _____ I will _____

because _____."

"If I _____ I will _____

because _____."

"If I _____ I will _____

because _____."