

Messaging house

Messaging roof

Product name	
Tagline	
Positioning statement	Describe how the product fits and is differentiated in the market
Target audience	Describe a specific target audience
Short description	In 25 words, describe the product
Long description	In 100 words, describe the product

Value pillars & supporting content

Value pillars	Pillar 1 Add a value proposition for your product	Pillar 2	Pillar 3
Product promise	List and describe the benefits of the product		
Customer pain points	Use real customer quotes to highlight common pain points		
Product proof points	List the specific features that support this value pillar		