

Strategic messaging map

Positioning Messaging	Tagline / Headline			
	Slogan			
	Positioning Statement			
	25-word description			
Target Customer	Business function			
	Titles			
	Role in the buying process			
Value Messaging		Value #1	Value #1	Value #1
	Value Statement			
	Value Bullet points			
	Product Features			
	Proof points / Metrics			
		Value #2	Value #2	Value #2
	Value Statement			
	Value Bullet points			
	Product Features			
	Proof points / Metrics			
		Value #3	Value #3	Value #3
	Value Statement			
	Value Bullet points			
	Product Features			
	Proof points / Metrics			