**Profle title**

## Last Updated:

## 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

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Pillar 1** | **Pillar 2** | **Pillar 3** |
| **Value pillars** | Add a value proposition for your product |  |  |
| **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 |  |  |