

Message Map

<i>Positioning statement</i>	Who are we, who do we serve, and why should they care?			
<i>Message pillars</i>	What are the main reasons someone should buy this?	Reason 2	Reason 3	Reason 4
<i>Pain points</i>	What specific problem does each pillar solve?			
<i>Product benefits</i>	How does our product specifically solve each pain point?			
<i>Proof points</i>	Why should anyone believe us?			

What next?

Have any questions about this PMM resource, or just want to see what else I'm working on?

I'd love to hear from you.

Let's connect on LinkedIn! You can also reach out to me directly or explore more over at my website: zackalami.com

