

## Mastering Messaging Strategies Template

FOR COMMUNICATIONS ABOUT

TO BUYER PERSONA

IN MARKET SEGMENT

---

---

---

### SECTION 1. BUYER PRIORITIES

Describe the highest priority results that this buyer persona wants to achieve by buying this type of product, service or solution. Choose no more than three. Where possible, identify Priorities or Success Factors that would be difficult or impossible for the buyer to achieve if they do not buy this solution from you.

### SECTION 2. BUYER OBSTACLES

Provide up to three reasons that this buyer would give for not buying this solution from you.

### SECTION 3. PROOF POINTS

Write up to five reasons that the buyer should believe that they can achieve their priorities by purchasing your solution. Make sure to include factual evidence that is persuasive enough to overcome the buyer obstacles in section 2.

#### **SECTION 4. COPY BLOCKS**

Combine the Priorities in Section 1 with Proof Points in Section 3 to write copy that will persuade the undecided buyer that our solution will achieve their priorities and avoid their concerns.

**Five Bullets (with optional sub-bullets):**

**25 words:**

**50 Words:**