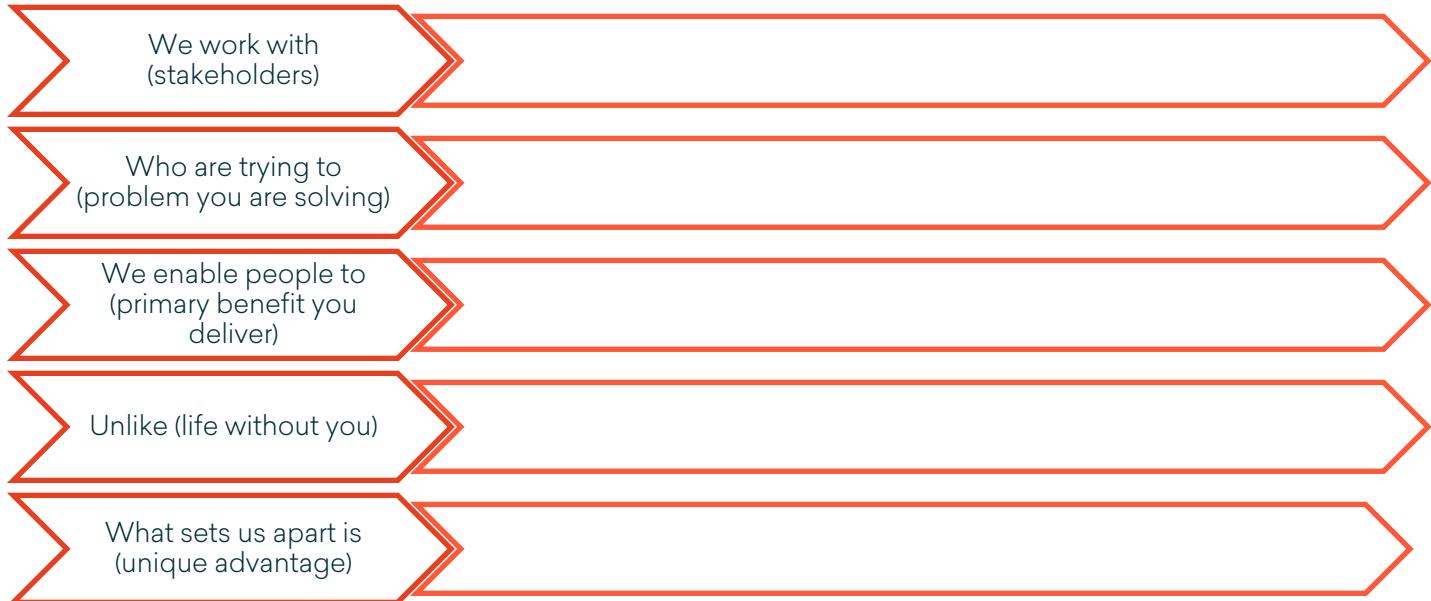


THE ART OF TELLING YOUR STORY

Once upon a time _____
Every day, _____
One day _____
_____. Because of that, _____
_____. Because of that, _____
_____. Until finally
_____.

Elevator Pitch sentence structure:

FOR (target customer), WHO HAS
(customer need), (product name) IS A
(market category) THAT (one key benefit).
UNLIKE (competition), THE
PRODUCT (unique differentiator).



OUR STORY



3 REASONS TO ENGAGE

1.

2.

3.

3 REASONS NOT TO ENGAGE

1.

2.

3.

WHO AM I?

GENDER, AGE, OCCUPATION

VALUE PROPOSITION

MY CORE VALUES + INTERESTS

WHERE DO I LIVE ON AND OFF LINE?