



<b>WHO</b>	<b>Describe the target audience</b> Demographic + Geographic	<b>PRIMARY:</b> (i.e Prospects and Customers)	<b>SECONDARY:</b> (i.e Industry, Community, Network)
<b>WHAT</b>	<b>Problems you solve for your audience?</b> i.e. Why are they buying from you?  <b>Actions you'd like them to take:</b> <ul style="list-style-type: none"> <li>• Purchase</li> <li>• Enquire</li> <li>• Connect</li> <li>• Download</li> </ul>		
<b>WHY</b>	<b>How is your solution unique?</b> Why do Customers buy from your competitors?  <b>Proof</b> Guarantees, testimonials, press etc		
<b>WHERE</b>	<b>Where have you been communicating with your audience in the past?</b>  <b>Keywords or phrase?</b> What buyers type into Google?  <b>Marketing tactics &amp; Content Strategy</b> Blog, Twitter, Youtube, email newsletter, Google Ads, e-books, Facebook, podcasts, etc		
<b>HOW</b>	<b>What is the look and feel of your brand?</b>  <b>What is your slogan?</b>  <b>Content Strategy:</b> Web, Blog, News etc.  <b>Facebook Advertising:</b> Page/Post Promotion (Saved audiences, interests +, budget?)		
<b>WHEN</b>	<b>Weekly Schedule:</b>  <b>Insights/Measurements:</b> Likes, Reach, Engagement (Post Clicks), Connect		