

CAMPAIGN NAME	CAMPAIGN START DATE
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THE 4 RULES

1 Make it zero cognitive load	2 Link it to survival
3 Make it memorable and repeatable	4 Make the customer the hero

THE 5 SOUNDBITES

Problem	Empathy	Answer
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Change	End Result
_____	_____
_____	_____
_____	_____
_____	_____

TAGLINE

ELEVATOR PITCH

BRAND STORY

THE CAMPAIGN MAP

Add at least 6 marketing tools, the more the better.

Curiosity

Marketing Tools	Deadline
☐	
☐	
☐	
☐	
☐	

Enlightenment

Marketing Tools	Deadline
☐	
☐	
☐	
☐	
☐	

Commitment

Marketing Tools	Deadline
☐	
☐	
☐	
☐	
☐	





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THE 5 SOUNDBITES

Problem

Identify the problem your customer is facing, and talk about it using simple, repeatable language. This serves as the primary hook that causes people to pay attention to your brand or product.

Empathy

Connect with the customer by stating how much you empathize with their problem. This is the soundbite that builds connection and trust.

Answer

Position your product as the answer to your customer's problem. This link between your product and your customer's problem immediately increases the perceived value of the product itself.

Change

Describe the personal transformation the customer will experience if they buy your product. This offers your customer an aspirational identity, a better, sharper, more capable version of themselves that comes bundled with the purchase, thus raising the perceived value of your product even more.

End Result

Forecast a vision of the peaceful, better life that will come to pass after the customer uses your product to solve their problem. The final soundbite imagines a "happily ever after" scene that gives your customer a vision that motivates them to take action.

TAGLINE

Your tagline should communicate primary idea you want people to think about when they think about your brand or product. Make it short, clear, easy to remember, and packed with obvious value.

ELEVATOR PITCH

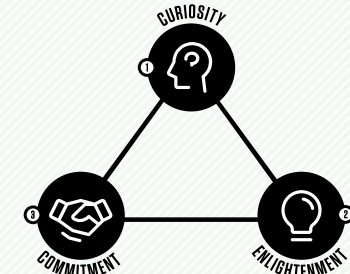
Your elevator pitch tells the customer what you offer. Your elevator pitch ties that offer to their own survival and helps them understand why they should buy your product.

BRAND STORY

Your brand story should tell your customer why you are so obsessed with solving their problem. As such, it invites customers into a story in which they use your product to resolve their conflict and win the day.

THE CAMPAIGN MAP

Add at least 6 marketing tools, the more the better.



Curiosity Marketing Tools

Designed to get a customer's attention

- ✓ Tagline (cornerstone)
- Website header / hero section
- Business card text
- Billboard / out-of-home
- Signage & banners
- Posters
- Flyer / rack card
- Digital ad copy
- Search ad headlines
- Social ad creative
- Print ads
- Radio & podcast ad scripts
- Trade show booth messaging
- Product packaging copy
- Direct mail



Enlightenment Marketing Tools

Designed to build familiarity and trust

- ✓ Elevator pitch (cornerstone)
- ✓ Brand story (cornerstone)
- Homepage body & About page
- Landing pages
- Product & service pages
- Lead-generating PDF
- Email welcome sequence
- Email nurture campaign
- Newsletter
- Blog posts
- FAQ page
- White paper
- Case studies
- Customer success stories
- "Why us" comparison sheet
- Explainer video
- Brand story video
- Testimonial video prompts
- YouTube scripts & strategy
- Short-form / reel scripts
- Podcast openings & closings
- Webinar outline
- Video sales letter
- Signature keynote / conference talk
- Thought-leadership article
- Press release & media kit



Commitment Marketing Tools

Designed to help you close the deal

- Sales script
- Sales rep talking points (the permission line)
- Discovery-call framework
- Objection-handling guide
- Proposal & quote template
- One-sheet (leave-behind)
- Sales emails
- Bonus / offer emails
- Follow-up email templates
- Retargeting ads
- Demo script
- Pitch deck