

Background

- Why you are doing this. (It may seem obvious, but it helps to put it down on paper). This is the business background, what the company is, what the business goals are, competitive environment, opportunities spotted in the marketplace etc. Write it simply and clearly - as if to a ten year old

Objective

- What **this particular piece** of promotional material should achieve

Target Audience

- Define them as people, not just job title. Their age, background, what their daily concerns are.

Promise

- What you are offering them in a **single sentence**. (This is not a description of your product or service, it's how it will benefit the reader)

Support for your promise

- The features and details of your product or service which backs up the main benefit in your promise. This can be as long as you like – the more information the better.

Key Message

- What the reader should think, feel and **DO** as a result of reading this.

Timing & Parameters

- What format, size etc it is, and when it's required.