

# Focus on Marketing

- Always start with WHY. Document why you do what you do, or why your product exists.
- Work your way around the headings, this can be done at both company and product level
- Be specific with your Target Customer, think about their beliefs and behaviour. Name your target customer.
- Complete one for each target customers, as your target customer changes the benefits, emotions and differentiators will all change.
- Elements detailed here should influence your content, copy and product creation.



# FOCUS

Why

What

Target  
Customer

Benefit

Emotion

Differentiation

Integrity