



C4R

CRAFTING POWERFUL MESSAGES

**YOUR CORE
VALUES**

WHAT'S YOUR B.A.N.K. CODE?

**CORPORATE
CULTURE**

ACTUAL CULTURE:

PERCEIVED CULTURE:

**TARGET
MARKET**

CORE VALUES:

**C4R FORMULA
DISCUSSION**

DESIRED OUTCOME:

CONTEXT:

DETAILS:

AUDIENCE:

**BENEFIT
STATEMENT 1**

CUSTOMER NEED:

FEATURE + FUNCTION OF PRODUCT/SERVICE:

HOW NEED IS SATISFIED:

Continued on next page

CRAFTING POWERFUL MESSAGES, Continued

**BENEFIT
STATEMENT 2**

CUSTOMER NEED:

FEATURE + FUNCTION OF PRODUCT/SERVICE:

HOW NEED IS SATISFIED:

**MARKETING
PERSONA**

NAME:

B.A.N.K. CODE:

AGE:

PROFESSION:

MARITAL STATUS:

GENERAL NEEDS:

WHAT'S THE PRODUCT/SERVICE NEED AND THE BACKSTORY BEHIND IT?

End