

CHAPTER 1: PRODUCT OR SERVICE INFORMATION	3
1.1 Worksheet for gathering features and benefits	3
1.2 Worksheet for determining a product's most important benefits.....	5
1.3 Summary of benefits.....	6
1.4 Worksheet for comparison with the competition.....	7
1.5 Summary of conclusions regarding the competition.....	8
1.6 Worksheet for positioning a product or service against the competition.....	9
1.7 Worksheet for comparing a product or service to famous products or services in other fields	10
1.8 Summary of positioning.....	10
1.9 Summary of benefits and competition	11
CHAPTER 2: AUDIENCE	12
2.1 Worksheet for target audience demographics.....	12
2.2 Worksheet for what makes a customer want to buy this product.....	12
2.3 Worksheet for Masterson's Core Complex (BFD).....	16
2.4 Worksheet for gathering more information about the customer	17
2.5 Summary of audience characteristics relevant to the purchase of this product.....	18
CHAPTER 3: THE CALL TO ACTION	19
3.1 Worksheet for the call to action.....	19
3.2 Worksheet for making the call to action stronger.....	20
3.3 Summary of call to action.....	21
CHAPTER 4: UNIQUE SELLING PROPOSITION (USP) OR DOMINANT SELLING IDEA (DSI)	22
4.1 Definitions	22
4.2 Worksheet for Unique Selling Proposition or Dominant Selling Idea.....	23
4.3 Summary of USP/DSI.....	24
4.4 Checklist for possible errors in USP/DSI	25
4.5 Summary of USP/DSI (revised)	26
4.6 Brand story: definition	27
4.7 Worksheet for the brand story	27
4.8 The brand story (draft).....	28
CHAPTER 5: SLOGAN, TAG LINE, NAME.....	29
5.1 Qualities of a good slogan, tagline or name.....	29
5.2 Finding a good slogan, tagline or name	29
5.3 Worksheet for combining possibilities for slogan, tagline, or name.....	30
5.4 List of possible slogans, taglines, names	31
5.5 Checklist for testing possibilities for a slogan, tagline or name.....	32
5.6 Summary of slogans, taglines, names	33
CHAPTER 6: SUMMARY OF THE BASIC POINTS OF THE ADVERTISEMENT.....	34
6.1 Summary of the basic points of the ad.....	34
6.2 Summary of USP/DSI, brand story, slogan, tagline, name	35

Order from www.VersaQuill.com