



1. What is the value proposition or offer to the marketplace?
2. Are there competitors?
3. What is the challenge that the customer is facing?
4. Who is the customer?
5. Can you give us a mini-profile of the customer? What do they like/dislike/read/age/gender/job title
6. Who should we be talking to through our marketing materials?
7. What are the key messages and points to get across?
8. How can we make this message believable and what proof points or evidence can we provide?
9. What do we want the audience (s) to do once they are made aware of your product or service? What action should they take?
10. How do we want your audience to feel about the brand, if they're talking about your new product or service what would we want them to be saying?
11. Is there anything else worth thinking about that might help us to get superior creative and marketing work?
12. What are the timelines and milestones from your plan that we would need to align with?