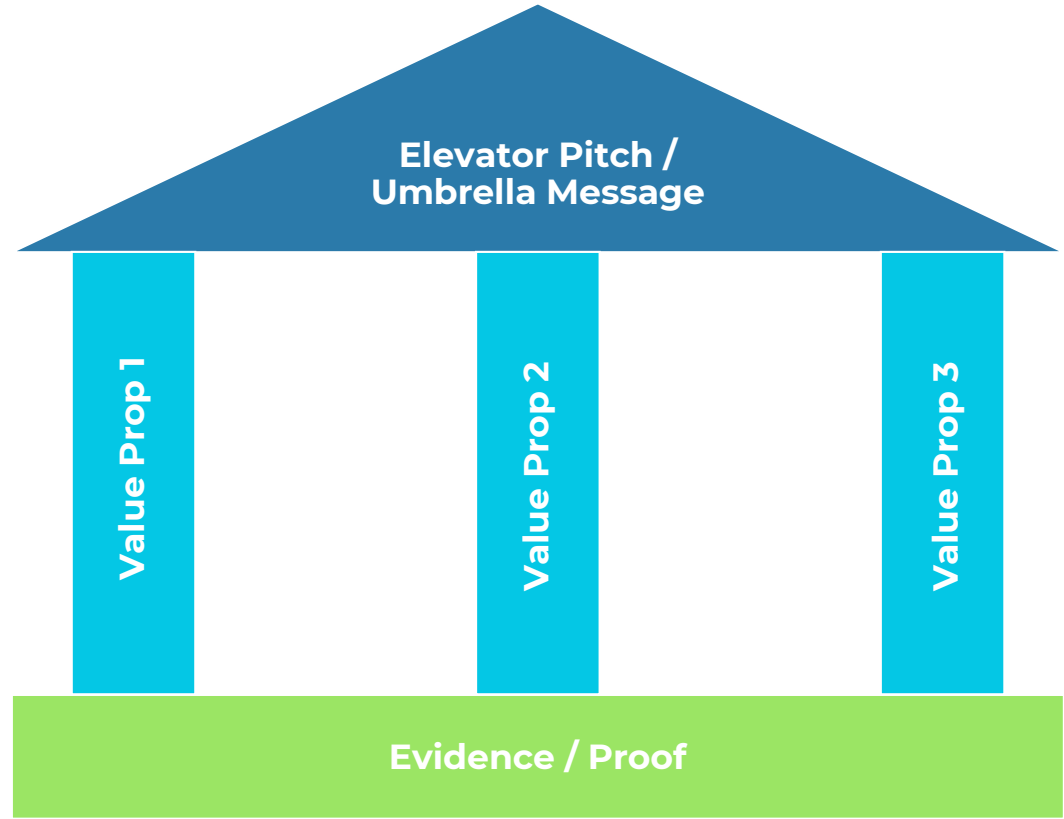


# Messaging House

These seven Messaging House templates will give you the key information you need to start creating your own Messaging House. Notionally, you can go through them one by one, but we have found that you will often revisit earlier work as you discover more along the way.



# CONTEXT SETTING

The Industry Shift Big, relevant, undeniable change in the world	Every (target) company is trying to achieve this		
The Current State How are things done today	Each takes a unique path ...		
The Challenge Most companies experience one of these	Because of this shift, and inability to adapt, companies are likely facing these challenges (or missed opportunities)		
	Challenge 1:	Challenge 2:	Challenge 3:

template adapted from Latané Conant



# PRODUCT POSITIONING

	For	
	Who	
	Our	
	Is	
	That	
	Unlike	
	It	



# TARGET MARKETS

	Age	
	Size	
	Financial	
	Ownership	
	Market	
	Position	
	Stage	
	Trends	
	Customers	

## Soft Characteristics / Attributes

Non publicly available / derivable information

## Technographics

Any technologies you want to see in place before they are a valid target



# SCIPAB DEVELOPMENT

	<b>S</b> ituation	
	<b>C</b> omplication	
	<b>I</b> mplication	
	<b>P</b> osition	
	<b>A</b> ction	
	<b>B</b> enefit	



# PERSONAS & USE CASES



**Role in Customer Journey**

**Responsibilities**

**Pain Points**

**Name**

**Age**

**Title**

**Values**

**Education**

**Typical report line**



# ALTERNATIVES

Alternative 1	Alternative 2	Alternative 3



# OUTCOMES

Feature	Benefit to 1	Benefit to 2	Benefit to 3





# Messaging House

