

# Creative worksheet.

Client \_\_\_\_\_ Date \_\_\_\_\_  
Product name \_\_\_\_\_ Due \_\_\_\_\_  
Product category \_\_\_\_\_ Job # \_\_\_\_\_  
Job description \_\_\_\_\_

1. What makes our product/story unique? \_\_\_\_\_  
\_\_\_\_\_
2. Who are we talking to? \_\_\_\_\_  
\_\_\_\_\_
3. What ACTION should we cause? \_\_\_\_\_  
\_\_\_\_\_
4. What ONE THING should we communicate? \_\_\_\_\_  
\_\_\_\_\_
5. What is our SINGLE most-appealing feature? \_\_\_\_\_  
\_\_\_\_\_
6. What is the MAIN benefit of that feature? \_\_\_\_\_  
\_\_\_\_\_
7. What are our supporting features AND benefits? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. What is our worst disadvantage? \_\_\_\_\_  
\_\_\_\_\_
9. What are our main competitors' significant advantages/disadvantages? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
10. What is the situation in the market? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
11. How will this effort be supported? \_\_\_\_\_  
\_\_\_\_\_
12. Are there any mandatories? \_\_\_\_\_  
\_\_\_\_\_