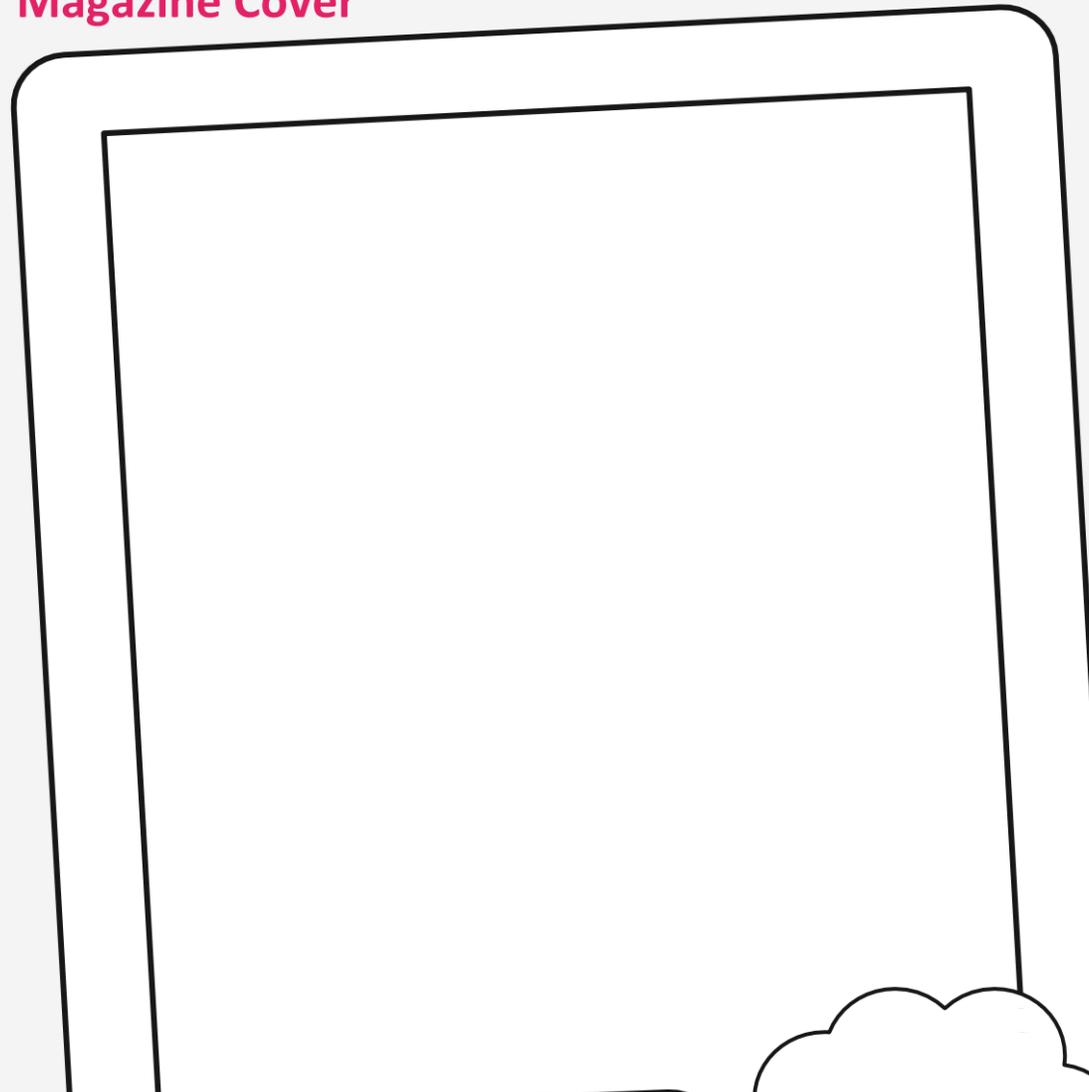


Magazine Cover



Big Headlines

The big headlines about your business

The Interview

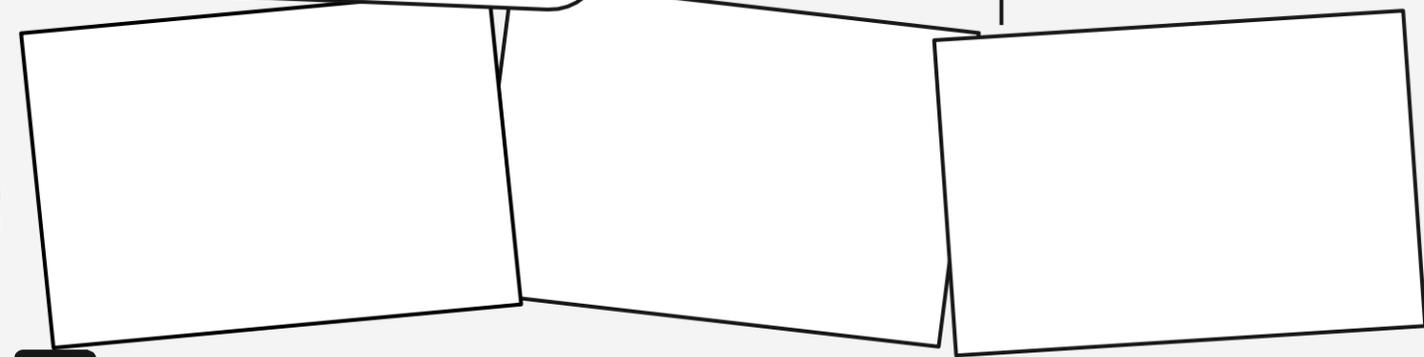
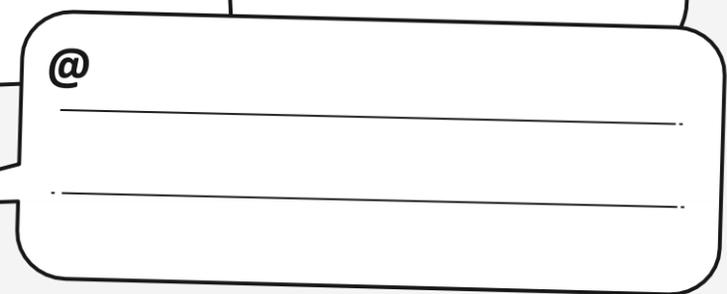
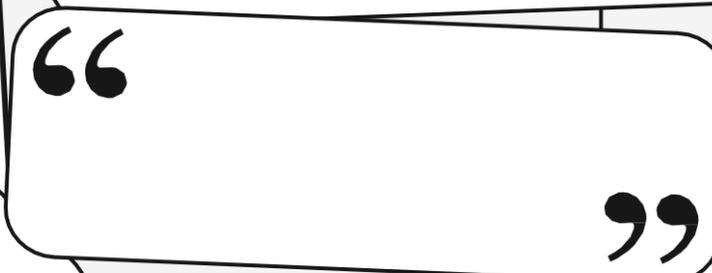
The in-depth interview about your business.

The Bottom Line

What does the finance section say?

Quotes

Some great quotes to go with your article



Tweets



Instagram Pictures

<p>Jobs to be done </p> <p>Your customer needs</p> <p>What is the job the customer wants to get done in their work or life?</p>	<p>Gains </p> <p>Make it easy</p> <p>What would make your customer happy? What would make their life and the job-to-be-done easier?</p>	<p>Unique Value Prop </p> <p>A clear & compelling Msg</p> <p>What is the value you deliver to your customer? What is the customer need that your value proposition addresses?</p>	<p>Risks & Challenges </p> <p>Be prepared</p> <p>What risks and challenges do you see for the project?</p>	<p>Prototype </p> <p>Make it small</p> <p>How can you start tomorrow? Make it as small as possible.</p>
	<p>Pains </p> <p>What annoys your customer</p> <p>What is annoying or troubling your customer? What is preventing them from getting the job done?</p>		<p>KPIs </p> <p>Measure and learn</p> <p>When will it be a success? How do you know when and what to adapt?</p>	
<p>Cost Benefits </p> <p>Efficiency, quality improvement, operational cost reduction</p> <p>What are the cost benefits you see for your value proposition?</p>		<p>Revenue Benefits </p> <p>Revenue Model, Lifetime Value, Gross Margin</p> <p>How do customers reward you for the value you provide to them?</p>		

Subject

What is the story about?

Goal

What do you want to achieve with this story?

Audience

What is your story's audience? What are their needs?

Before

What does your audience think, feel, know, want, before they have experienced your story?

1. Set the scene

What do you need to introduce? What should be set up or explained?

2. Make your point

The audience's A-Ha moment.

3. Conclusion

The end of your story. What is the conclusion? What is your call to action?

After

What does your audience think, feel, know, want, after they have experienced your story?