

## Message Requirements Document

*Use this document to define requirements for a webinar or vignette(s).*

<b>Delivery</b> <i>How will message be delivered?</i>	<i>e.g. web site, nurturing campaigns, salespeople to prospects without previous introduction, salespeople via email before meeting, salespeople via email after meeting, salespeople via web meeting, sales people via in-person meeting</i>
<b>Deliverables</b>	
<b>Buying stage</b>	
<b>Target audience</b>	
<b>Goals</b> <i>What is the purpose or objective of this piece?</i>	
<b>Questions / Objections Addressed</b> <i>What questions, concerns or objections will this piece address/turnaround?</i>	
<b>Secret Sauce</b> <i>What part of our Secret Sauce MUST be emphasized in this piece?</i>	
<b>Branding / Sub-branding</b> <i>What brand elements require emphasis?</i>	
<b>Colors</b>	
<b>Imagery</b> <i>What graphical elements can enhance this piece?</i>	
<b>Key Facts</b> <i>What facts or key data need to be highlighted?</i>	
<b>Quotes</b> <i>What quotes will be highlighted?</i>	
<b>Calls to Action</b>	
<b>Source Assets</b> <i>Note any further source assets or specific copy input.</i>	