



# AGENDA

## Deep-Dive Call Word Stylistz Retainer (MONEY MAKER)

### Call-In Details

Dial: +1 415 762 9988

Meeting ID: 529 633 1050

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### Your Audience

Please describe the audience for which we will be crafting content.

- Engagement level
- Interests
- Information they like
- Tone of voice preferred
- Types of content (stories, straight-up sales messages, etc.) they respond to
- Number of email subscribers
- How often do you email your list currently, post on social media
- What do you share in existing emails, social media posts
- What are your social media handles?

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### Target Audience

– Gender, age, geographic location (very important), cultural considerations:

– Characteristics (hobbies, interests, affiliations):

– Solution they're looking for/what you help them do:



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- What motivates and inspires this audience emotionally? (Being a hero, having life balance, looking good, time management, etc.):

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### **Tone and Style**

What is the tone or "voice" to be conveyed in your messages? (serious, lighthearted, fun, practical)?

What do YOU WANT the buyer to think while reading your messaging?

What do YOU WANT the buyer to feel while reading your messaging?

What do YOU WANT the buyer to do after reading your messaging?

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### **Offering Details**

List the key features of the offering(s) you want to us to craft content for.

- Name(s) of offerings

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- List the key benefits those offering features deliver to customers.
- What is your Big Promise (what, exactly, are we promising that our product will do): What's the single most important benefit message or offer for the target audience? In one sentence for each offering.
- What is the support for the key messages, the proof, or "reasons to believe" (testimonials, endorsements, case studies, product specifics, etc.)?
- What are the obstacles and objections that need to be overcome for success? For example, are you asking your audience to switch brands ... try something totally new ... try something unknown ... spend a lot of money?



### **Competitors + Alternatives**

What is the main UNIQUE benefit or solution *only* your product or service can Offer?

What words/phrases do your customers use to describe their pain?

Now, what 3 to 5 adjectives do people use to describe your company?

What brand would you say is competitive to you in your space in regards to offering a similar service/product?

What is the price range of the offerings you'll want us to promote (list for each offering)?

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### **Timeline and Next Steps**

We will create a Project Calendar based on your requested turnaround times. We will typically break up your content into equal intervals on a weekly basis so you receive content throughout the month.

Please share key promo dates so we can map out your 3-month calendar as much as possible.

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### **Resource Materials**

What materials do you already have for us to reference?

Your website (Domain Name):

Marketing brochures/flyers

Previous emails/articles/blog posts

Product and/or service list — everything your company makes/does/offers