

Target Audience			
Brand Tone of Voice			
Brand Pillars <i>(3 reasons companies sign)</i>			
Supporting Examples <i>(proof that brand pillar is a thing)</i>			
Begin Wordsmithing Here...			
Headline Benefits <i>(wordsmith above pillars, 25 words)</i>			
Elevator Pitch <i>(boilerplate, must be 3rd person, 55 words)</i>			
Positioning Statement <i>(25 words)</i>			
Brand Promise <i>(tagline, 10 words, generally inspiring)</i>			
Mission <i>(single sentence, internal, values to which employees aspire)</i>			