

# Build your marketing message

The Five Lightbulbs provides a structure for your marketing message. Begin by writing the name of your product under Lightbulb 4. Then, fill out all the Lightbulbs.



## THE 5 LIGHTBULBS®



### CUSTOMER'S STATUS QUO

Describe your customer's (unacceptable) status quo.

### THINGS THEY'VE TRIED

Describe other approaches your customer is trying or considering.

### YOUR APPROACH

Describe your approach to solving their problem.

### YOUR OFFER

Describe your product offering. What do they get?

### CUSTOMER'S NEW LIFE

Describe their new life. What do they want?

Vertical dotted lines forming five columns for writing answers.

Write your answers inside the spaces