

# Rainmaker's Copy Planning Worksheet

Target Market or Customer (Your "Milton")	Perceived Need	Your Value Proposition or USP
Market Description (Market Size, Number of Competitors)	Generic Strategy (Focus, Differentiation, Low Cost Leadership)	

<b>FEATURES</b>		<b>COMPARATIVE TERMS</b>	<b>CAUSE OF FEATURES</b>	<b>FEARS:</b> Criticism - Loss Danger - Pain - Trouble	<b>MOTIVATORS</b>
Name – Provider – Experience – Location – Material – Service Product – Distribution – Price – International – Size – Focus Maturity – Speed – Availability – Promotion – Credentials - Resources		More – Less – Hours – Pages Years - Longest – <b>More - Simplest</b> <b>Broader - Faster - More Useful</b>	Technology - Legal - Demand. Supply - Source - Knowledge - Famine. Judged - Growth - Age - Discovery	<b>NEEDS:</b> Security - Success. Money – Comfort - Relief	Get -Keep – Have - Gain or Lose from Obtain - Win - Achieved - Use - Earn. Make - Harvest - Garner - Reach
Features We Have	Features Competition Has	Comparisons	Why?	Customers fear or need	Benefit we offer