

# The 5-Step Word Bank



## For A Killer



# Messaging Strategy

## 1. The Investigation

Search for and collect information to build an understanding around the company challenge and the solution

## 2. Sort and Categorize

Comb through your notes and divide them into 6 categories. Be sure to include vision & mission, industry challenge, general solutions, core feature, & more

## 3. Word Selection

Synthesize these notes into a selection of key words and phrases

## 4. Competitive Glance

Ensure your words are unique by reviewing how the competition describes their product

## 5. Concretize

Encourage others to review, consolidate and modify your word bank