



**EMPOWERING WOMEN IN BUSINESS
MARKETING MASTERCLASS
DENMARK 2015**

Go to opencopy.com.au – for downloadable templates, tactics and tools.

Brand Positioning Table		
Functional benefits		
Emotional benefits		
Target Audience (TA)		
TA 1	TA 2	TA 3
Insight		
Pitch		
Personality		
Value Proposition		
Core Values		
Brand philosophy		
Reasons to believe		
Key search words & terms		
Conversation Partners		