

MESSAGING CANVAS FOR BUYER PERSONAS

Product name: xx	Segment: xx
Completed by: xx	Date: xx

Who	Objectives	Pain points	Features	Benefits (this means...)
Economic buyer	<ul style="list-style-type: none"> • Good news, you've already done this bit of work! • You can take the top two or three objectives from each of your buyer personas. • Do this for each of the four buyer personas you have already built. • Don't short-cut the buyer personas by coming straight to the messaging canvas! • Remember, the buyer personas are research-based. • You need to have taken your brain-stormed buyer personas out to the market and validated them with real customers! 	<ul style="list-style-type: none"> • Even better news, you've already done this work as well! • Take the pain points from your buyer personas. • Pain points are the things that are preventing them from achieving their objectives. • Pain points are the things that they wake up worrying about at 3 o'clock in the morning. • This section is crucial. • The customer problems drive your product design and development. • If you get the problem wrong, your messaging won't hit the mark. • So, research your personas and validate them before you do this canvas! 	<ul style="list-style-type: none"> • Which key product feature helps this persona meet their objectives? • Don't get too excited and start listing all the features! • Pick the key two or three that relate to the persona's objectives. • Less is more when it comes to messaging. • We need our carefully chosen words to really resonate with our target persona. • This is will help your sales and marketing stakeholder translate (often very technical) products into solutions. 	<ul style="list-style-type: none"> • Now show how the features you just noted overcome the pain point of the persona. • Benefit statements are NEVER about product features. • Benefit statements are ALWAYS about meeting a need or solving a problem. • As they're persona-specific in this canvas, they really resonate with your audience. • This is where you are controlling WHAT is said about your product. • Your sales and marketing stakeholders now have the right words to use and they can decide HOW they're going to use them. • This is the most important document you will produce to facilitate the success of your sales and marketing stakeholders. • Do it well and share, share, share!
Technology buyer				
Operations buyer				
Legal or compliance				