



1 Scriptwriting ingredients...

words

25 What problem does your startup solve for your client(s)?

100 Describe the three main existing solutions to the above problem

25 What's your alternative solution's name and how would you describe it to a child?

30 Describe the most significant aspects of your alternative and how they work

40 How do those (unique?) aspects better solve your client's problem?

15 Describe an unequivocal advantage of your alternative over the above existing solutions

100 Describe three more added value benefits of your alternative over the above existing solutions

15 Describe a client benefit of choosing your alternative

07 Describe a negative outcome that your solution could prevent

07 In what way does your alternative make an existing solution seem absurd?

30 What three reasons might prevent a client from choosing your alternative?

10 Why is now the best time to choose your alternative?

15 What's a consequence of not adopting your alternative now?

07 Why should a client trust you or your product/service?

2 Useful info, style cues & visual elements *(short answers please) ...*

Copy (or attach to an email) your company or product/service logo here...

Copy (or attach to an email) your product/ service livery or icon here...

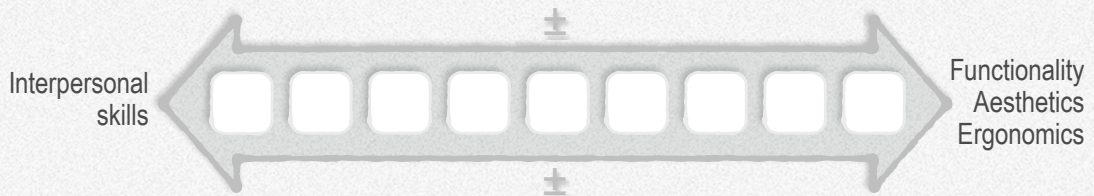
If you have a product/service web link copy it here

Describe client demographics, social, cultural & economic status

Describe your clients' core values?

Where will your clients use your product/service?

Indicate what's more important to your clients about your product/service by marking the box scale



How can your brand's core values benefit your client?

What changes might affect the market for your product/service in the next five years?

How will those changes favour your product/service over current solutions?

What font(s) best suit how you'd like your clients to perceive your product/service?

What colour palette is most likely to appeal to your client? Copy (or email) link or colour swatch below

Provide five adjectives to describe how you'd like your product/service to be perceived by clients?

e.g. versatile,

friendly,

reliable,

conscientious,

uncompromising

Provide five adjectives to describe a style that your client is likely to favour?

e.g. simple,

elegant,

modern,

functional,

innovative

Mood board - list or copy (or attach to an email) 'pop references' i.e. movie titles, photos, books, music, designs etc. that capture the mood you'd most like your clients to associate with your product or service

3 Provide sales incentives...

Number in order of priority the product/service features that your clients value most

- | | |
|--|---|
| <input type="checkbox"/> ease of use | <input type="checkbox"/> reliability |
| <input type="checkbox"/> peace of mind | <input type="checkbox"/> convenience |
| <input type="checkbox"/> value for money | <input type="checkbox"/> performance |
| <input type="checkbox"/> environmental concern | <input type="checkbox"/> <input type="text"/> your suggestion goes here |

Avoiding gimmicks like 'free gifts', what additional sales incentives are most likely to appeal to your clients?

What referral incentives could you offer to further stimulate product/service adoption. On what terms?

What, if any, incentives can you offer early adopters. On what terms?

Can you offer a free sample or trial of your product or service? On what terms?

Can you offer a satisfaction guarantee? On what terms?

4 Provide trust indicators...

Cite trust indicators e.g. testimonials, big brand clients, write-ups, accolades, awards, write-ups etc.