# Product Messaging Framework

**Product Name:**

**Tagline / Elevator Pitch:**

**Target Audience:**

## Core Messaging

**Value Proposition:**

**Key Benefits:**

**Product Features:**

**Differentiators:**

## Support

**Proof Points:**

**Customer Quotes / Testimonials:**

**Competitors / Alternatives:**

## Messaging Samples

**One-Liner:**

**Short Description:**

**Long Description:**

## Call to Action

**Primary CTA:**

**Secondary CTA:**