



Strategic and Creative Brief

A TEMPLATE TO GETTING SALES ORGANIZED

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WELCOME



“Use these pages to help yourself serve the world and your clients better.

The “commercial” on this page is for people who decide they need more help, more input or desire to become experts on their own.

*You have no obligation to us other than to do your best work in an ethical fashion.” - **Ron Lynch***

Yes, we are a “for hire” agency. We can only facilitate about 20% of the requests we get, and select products based on our belief in their ability to serve people and succeed in the marketplace.

Your product must possess innovation, margin and audience. We provide the communications and media strategy for your story.

We do write independent 3rd party reviews with honesty. If you send us a product you must be prepared to hear the truth. We host a page for these. There is a fee and media involved. Consider it.

We do complete production for projects funded. Budgets range from 50k to 2 million based on our clients needs and capabilities. Yes we do Kickstarters. Very well.

We have consulting available at a rate of 2 hours -and full days.

The Marketing Mercenary Experience is a 5 day immersive event held 1 time a year for 25k where you are trained 5 days for 10 hours a day in Success Mindset, Strategy, Briefing, Creative, Copy, Dialogue and abstract executive problem solving. It’s fun. It’s brutal and it’s like getting an MBA in a week. All graduates are certified by us. You should schedule a vacation for the following week as your brain will need a break.

To inquire about services e-mail genius@bigbabyagency.com

INTRODUCTION

- The following pages are designed for you to print out and fill in. It does not have to be perfect- but I want you to start today.
- You can duplicate this form and use it over and over and revisit it for your business.
- Share it with the people you work with in every single area of your business to ensure everyone is on the same page.
- Read ahead so you understand why short or long answers are needed.



YOUR PRODUCT IMAGES

THE PROMISE

What truth can you promise your client or customer?

THE PROBLEM

Define what problem your product, service or business solves.

THE SOLUTION

*Define a clear/simple answer to how you solve the problem.
This should be different than the promise and involves the "how"*

Elaborate on the problem. Who has it? What are the existing inferior solutions?

Elaborate on the solution in detail.

THE AUDIENCE

List the folks that need your product. Name their top 3 problems next to them. Then name the three benefits they need the most ranking them from most important to them to least. Then next to that benefit place the feature that delivers that benefit. This should help you in your thinking about Google Ad Words as well. Who are we targeting and what are associated keywords and categories our customers might self-identify with.

CUSTOMER 1

TOP 3 PROBLEMS

FEATURES

BENEFITS

CUSTOMER 2

TOP 3 PROBLEMS

FEATURES

BENEFITS

CUSTOMER 3

TOP 3 PROBLEMS

FEATURES

BENEFITS

CUSTOMER 4

TOP 3 PROBLEMS

FEATURES

BENEFITS

CUSTOMER 5

TOP 3 PROBLEMS

FEATURES

BENEFITS

DEFINE YOUR USP (UNIQUE SELLING PROPOSITION)

This is what will make you a BRAND. All of your customers should fit under the umbrella of your USP. **Do not overcomplicate this.**

Example:

For GoPro it was the “Best Sports Action Camera with Incredible Mounts for every adventure and film making delivering incredible image, audio and smooth image with easy to use Controls.” You can see how that message was useable in guiding the principle of the sale no matter who was buying it.

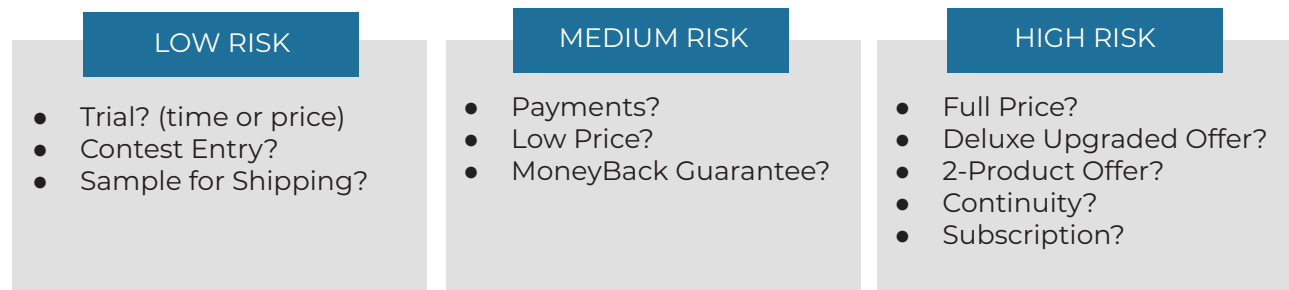
Questions to Consider when coming up with your USP:

- What is the New Category we have created?
- What does that mean?
- How can we support that claim? (Demo, science, testimonials, outside experts, etc).

REASONS	SUPPORT

OFFERS

What are 3 ways you can offer your product? The word risk here is relating to the customers risk. What can you offer that will make them say yes! Which consumer segment should respond to which offer. (TEST THEM ALL).



Accessories-Related Products (add-ons that fit the original purchase).

What are other like items that would improve the experience of purchasing your initial offer? They should as a guide less expensive....but not as a rule.

3 Ideas for campaigns. Everybody likes to make up TV ads. That's a simple place to start. Consider your print and mobile ads as well though.

Develop 3 distinctly different ideas to sell the product. You may consider switching consumer segments to help you. Geico does a great job of this. They had The Caveman Ads, The Gecko Ads and the Funny Copy Cat ads where you did not know what the commercial was for until the end..."I also saved \$500 on my car insurance by switching to Geico."

We are not suggesting you create funny ads. It is just an example of how 1 brand does it. This is an ideal place to make up those TAG lines you've been thinking about.

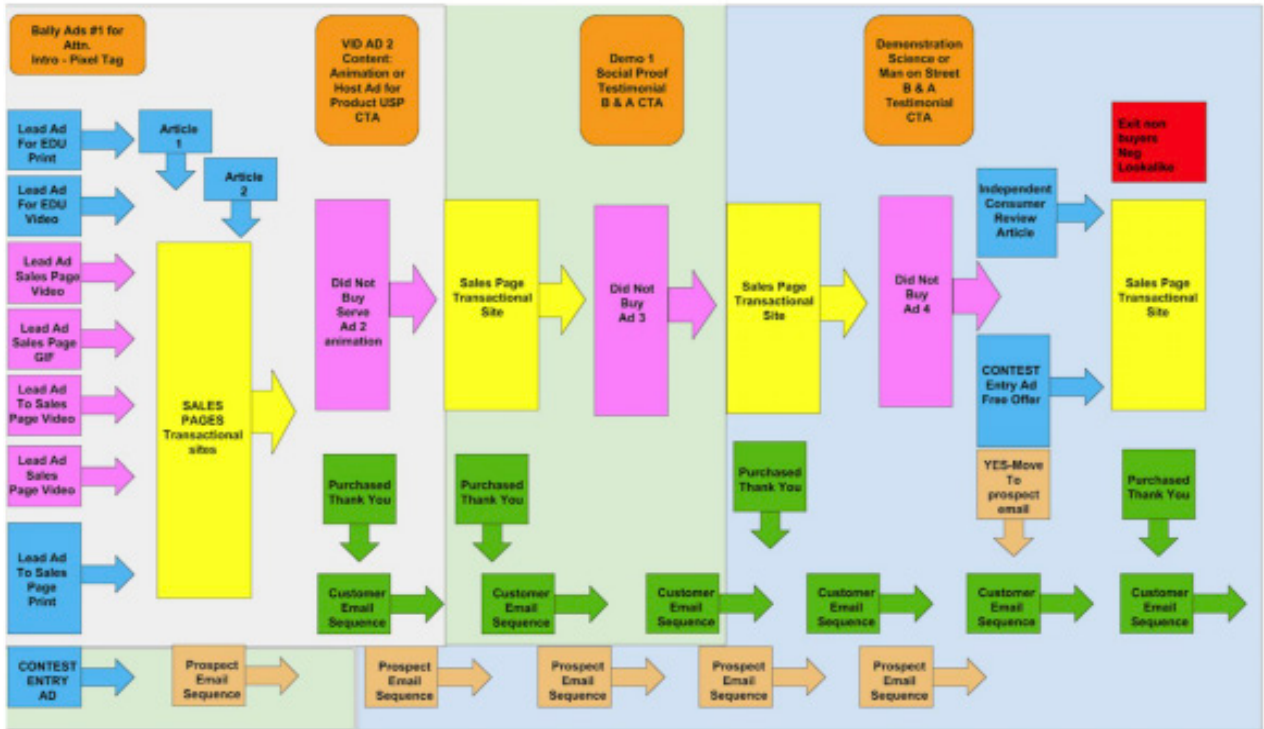
Remember you are going to want to run the process for each campaign and each consumer segment will need the Bally, the Animation or diagram, the demos, testimonials, expert opinion, 3rd party validation and appropriate e-mail generation through contesting or give aways. We have used things like recipe books in the past instead of contesting as well!

CAMPAIGN IDEA 1

CAMPAIGN IDEA 2

CAMPAIGN IDEA 3

Now look at your campaign ideas and think about how you would execute them in a variety of different media (template found on next page).



KEY

- TYPE OF VIDEO CONTENT**
- Print/Image/Copy/Article Content
- Placement of Video Creative in Flow
- Paying Customers
- Prospects from Contesting
- Non-Customers into Negative Look-alike Audience

Now you have the basics!

When completed my briefs are usually 15-30 pages.

Determine budgets for creative, production and media testing based on your actual resources.

Mind you, you are building a campaign. Build the components and use the flow sheet that is above and was featured in the video to arrange a test scenario.

Try to have a complete vision of the journey consumers will take.
Best of Luck!

-Ron Lynch

P.S. Go get'em. If you decide you need a consult you can schedule on with our team.

P.P.S. You can do this.