Considering a new project? Answering these five questions will explore and validate your assumptions, qualify objectives, define audiences, positions, branding, tactical options, timetables and budgets. Think outside the box: consider tangibles vs. intangibles.

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| **What are you selling?** | **Who are you selling?** | **What are you selling against?** | **Who are you selling against?** | **How will you sell?** |
|  |  |  |  |  |