

Your key messages are the crucial pieces of information that you need to communicate about your product and business.

You will include these key messages in your fact sheet.

Keep them short and to the point – one punchy sentence per message: ie [Name of business or product] is a great gift for someone that has everything.

Here's a list of questions to help you work out what your key messages are:

**WHAT IS YOUR PRODUCT AND WHAT DOES IT DO?**

**WHY IS IT A GREAT GIFT AND WHO IS IT PERFECT FOR?**

**WHY SHOULD SOMEONE BUY YOUR PRODUCT? WHAT MAKES IT SPECIAL?**

**HOW DO PEOPLE GET THEIR HANDS ON IT?**

**HOW MUCH IS IT?**