

FAST First Draft

Final Decision Maker: _____
pages 12-13

Concept Name: _____

Descriptor: _____
pages 16- 17

Keyword Statement
pages 18-19

Adjective/Verb (improvement)	Noun (it)	Final Decision Maker (use)

Headline: _____
pages 20-21

Benefit Promise: _____
pages 10-13

Reason to Believe / How it works: _____
page 14-15

Added Credibility: _____
pages 14-15

pages 22-23

Unit Price: _____ for _____

Initial Revenue per purchase: _____

Assumptions _____

Repeat Revenue per purchase: _____

Number of Additional Purchases per year: _____

Assumptions _____

Questions, Ideas & Advice

Partner #1 Questions, Ideas & Advice
What don't you understand?

What would make the concept better?

Check here if you "just don't get it"

Partner #2 Questions, Ideas & Advice
What don't you understand?

What would make the concept better?

Check here if you "just don't get it"

Partner #3 Questions, Ideas & Advice
What don't you understand?

What would make the concept better?

Check here if you "just don't get it"