TACK

Teach Don't Tell Framework

The Teach Don't Tell Framework will help you write messaging and positioning that speaks directly to your ideal buyer. It can be used when creating content, for product positioning and messaging, and when designing any type of offer.

Fill in the four parts with as much detail as you want to help align your messaging to the right audience and focus the content on what matters most to buyers: problems, solutions, and examples.

People are WHO matter	**Define the audience and identify the right people to partner with.**
Problems are WHY they care	**Define the problems clearly and with specificity.**
Stories are HOW it works	**Share the solution from the voice of the customer or expert.**
Examples are WHAT resonate	**Show the value the solution creates.**