When it comes to messaging, Andy Raskin is one of the best in the business. Having worked with the likes of IBM, Salesforce, Intel, Clearbit and countless others, his framework is based on a pitch by Zuora, which he describes as the best sales deck he's ever seen.

We've taken Andy's expertise and used it to create this template. It will help you define the key messaging for your campaign in a clear, concise way that will resonate with your target audience.

You'll be using this narrative in everything from your campaign page, email updates, social media posts and to discussions with potential investors. So it's well worth spending some time on!

Fill in all the sections below, and when you're done send it back to us*, so we can give you some feedback.

STEP 1 - NAME A BIG, RELEVANT CHANGE IN THE WORLD (2 - 3 sentences)

- *Aim for a few high level sentences, backed up with data or stats to prove it. The change needs to be relevant to the industry you're in.*

STEP 2 - SHOW THERE'LL BE WINNERS AND LOSERS (1 - 2 sentences per point)

- *Explain how adapting to the change you outlined in step 1 will likely result in a positive outcome*
- *Explain how not adapting will likely result in a negative outcome*

STEP 3 - TEASE THE FUTURE (2 - 3 sentences)

- *Write a few lines teasing what your product or service can help people achieve (but don't mention your product just yet).*
- *This "promised land" you describe needs to be desirable, but also difficult to achieve, thus providing a great segue to intro your product.*

STEP 4 - INTRODUCE YOUR COMPANY (2 - 3 sentences per point)

- *Explain how you can help people benefit from the change you described in step 1*

- *Focus on the specific things your company offers (products, services, etc) that will help people navigate the difficult path to the promised land you outlined in step 3*

STEP 5 - PROVIDE EVIDENCE (At least 3 sentences, ideally more)

- *You've promised people that if they go with you, they'll get to the promised land. You now need to provide evidence to back that up!*

- *List facts and figures to prove it. They could be figures showing growth and traction, or better still customer testimonials from people who match your target audience.*

Next Steps

Once you've filled in the form and reviewed it with the FrontFundr team you can start putting all this information to good use. And that's when the real fun begins!

Using the information from steps one, two and three you'll be able to draft a clear, concise paragraph to use as an introduction at the top of your campaign page. These steps will also help you to clearly articulate the problem you're solving, the solution you provide and, most importantly, the key reasons why people should invest in your campaign.

This messaging framework is also a great foundation to build out your external advertising plan. Steps four and five have the killer hooks and unique selling points (USPs) you can use to get people's attention on social media, and are perfect for your top of funnel (TOFU) marketing efforts. In other words they're great for generating initial interest and awareness. Taken together, the five steps form the basis of the story you want to tell in your campaign video as well, and provide a logical sequence you need to follow in your investor deck.

Raskin's framework is all about developing a consistent, relevant and engaging story that helps drive interest and awareness in what you're doing. For your investment crowdfunding campaign it will help you set a solid foundation off of which you can build up momentum towards your funding goal.

**If you don't yet have a dedicated contact at FrontFundr, please send your form to marketing@frontfundr.com, and one of our team will review your form and provide you with feedback.*