

# Topic Building Worksheet

## Topic 1

Challenge (Problem, opportunity, etc.) \_\_\_\_\_

Impact (current and future) \_\_\_\_\_

Resolution (How your product/service resolves challenge) \_\_\_\_\_

Proof (metrics, case study, testimonial) \_\_\_\_\_

Benefit (what this means to you) \_\_\_\_\_

Transition to next topic \_\_\_\_\_

## Topic 2

Challenge \_\_\_\_\_

Impact \_\_\_\_\_

Resolution \_\_\_\_\_

Proof \_\_\_\_\_

Benefit \_\_\_\_\_

Transition to next topic or close \_\_\_\_\_

## Topic 3

Challenge \_\_\_\_\_

Impact \_\_\_\_\_

Resolution \_\_\_\_\_

Proof \_\_\_\_\_

Benefit \_\_\_\_\_

Transition to next topic or close \_\_\_\_\_