

The Five Fs

Keeping the Five Fs in mind, describe the message you want to convey to customers about your product or service.

Functions: _____

Finances: _____

Freedom: _____

Feelings: _____

Future: _____

Which of these messages is the most important in motivating your target market to purchase? _____

How will you express this message to your customers in the areas listed below?

Business Name: _____

Slogan: _____

Key Words in Marketing Material: _____

Product Design: _____

Logo: _____

Website Design: _____

Blog Language and Design: _____

Choice of Social Media Sites: _____

Other Graphic Images/Design: _____

Packaging: _____

Decor: _____

Style of Clothing Worn by Employees: _____

Merchandising/Displays/Presentation Materials: _____

Other: _____