**Copy deck template**

|  |  |
| --- | --- |
| Overarching objective |  |
| Audience/s |  |
| Primary comms channels |  |
| Tone of voice |  |
| Version history |  |

**General**

|  |  |
| --- | --- |
| What’s the product |  |
| Key features |  |
| Key benefits |  |
| Our competitive positioning – what makes us different? |  |

**Overarching copy**

|  |  |
| --- | --- |
| Tagline |  |
| Explainer copy (long) |  |
| Explainer copy (short) |  |
| CTAs |  |

**Per audience group**

|  |  |
| --- | --- |
| Taglines |  |
| Explainer copy (long) |  |
| Action copy (short) |  |
| CTAs |  |