**Executive Summary Worksheet - Example**

**Current Challenges.**

* Virtually no marketing content to share online or to improve our SEO.
* Can’t justify paying a full-time marketing professional.
* Everyone is disappointed (some mentioned “embarrassed”) in online presence.

**Desired Outcome.**

When asked what you would consider a success in one year from now, you stated that having an updated website that makes everyone proud, a library of content that can be printed or shared online, and keeping the total investment under $3,000 per month.

**Recommendation.**

We recommend a monthly investment of $3,000 into Vector Firm’s System Integrator Content Marketing Program.

**Value Proposition.**

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| Problem | Value of Solution |
| Virtually no marketing content to share online or to improve our SEO. | Weekly blogging and monthly lead magnets that will improve online presence and help sales with prospecting success. |
| Can’t justify paying a full-time marketing professional. | For a total investment of $3,000 and no long-term employee commitment, we’ll develop material specific to your team. |
| Everyone is disappointed (some mentioned “embarrassed”) in online presence. | Within a few months, your employees and then entire eco-system will begin to take pride in your website and social media pages. |

By moving forward with our recommendation, you will quickly grow an enormous library of relevant, professionally written content, you employees, customers, partners, and potential future employees will marvel at your website and social media pages, and you’ll receive all of these benefits without a long-term commitment and a low monthly investment.