

The Roots: (Values, Goals, Intentions)		
XYZ Statement:		
We help:		
	NICHE	
Do:	STRATEGY	
So they can:	OUTCOME	
	OUTCOME	
Type of Community:		
PAIN		PLEASURE
Platform:		
Audience:		
3 Pieces of Content:		
5 Pieces of Content:		
1		
2		
\sim		
(3)		
Potential Roadblocks:		
Team Members that can He	elp:	
\sim \sim		
3		