

MESSAGE MAP // KNOW YOUR STORY

How are you making money?

STATIC MESSAGES

Goal: _____

Name of fund: _____

Pains/gains of asset class or fund type: _____

Investment process: _____

Other: _____

EVOLVING MESSAGES

Theme 1: _____

Example 1: _____

Theme 2: _____

Example 2: _____

Story: _____

