MAGIC DOCUMENT TEMPLATE

Program:
[Working title for the program and the type of work it is]

Primary Objectives:
1. [First goal of the program]
2. [Second goal of the program]
3. [Third goal of the program, if necessary]

Target Audience:
[Who you want to reach in order of importance, including job title and industry]

Marketplace Challenge:
- [What the program must solve]
- [Insights about the competition]
- [Any relevant pain points of the target audience]

Value Proposition:
[Why your offering is better than the competition and relevant to your target]

Timing:
[Program launch date]