DEFINING YOUR SHAPES · PRODUCT MARKETING

# The order is random. The shapes are not.

Eight recurring pieces of product marketing work. Define them once and the week stops being improvised.

**01 MARKET UNDERSTANDING**
Dynamics, challenges, trends — from published data, not an agency.

**02 PERSONA DEFINITIONS**
Standing definitions, not a $15,000 deck refreshed every year.

**03 PERSONA PRIORITISATION**
Which one you are actually writing for. Everything follows.

**04 MESSAGING TEMPLATES**
Three challenges, three solutions, three value pillars. The rule of 3s.

**05 MESSAGE TESTING**
Find the holes before an analyst finds them in front of your peers.

**06 BUYER'S JOURNEY MAPS**
What they need to read, watch and attend — and in what order.

**07 CONTENT TEMPLATES**
Word counts, layout, design guidance. Per content type.

**08 PRODUCTION WORKFLOWS**
Getting from approved words to finished artefact without waste.

WHY THIS COMES FIRST

## You cannot automate a process you have not defined.

Every useful prompt points at a template, a definition or a standard. No shapes, no assistant — just a faster way to produce vague work.

Monday messaging, Tuesday a keynote, Wednesday an analyst briefing. No two days alike, and the same eight pieces every time.