

Fill in the spaces below with your company's cornerstone themes.

Surface FAQs and customer pain points for each cornerstone themes by asking:

- What questions do customers frequently ask about _____?
- Why is _____ so important?
- What are the negative consequences of NOT _____?
- How do you _____?
- What signs indicate poor _____?
- How does _____ impact a customer's financial bottom line?
- What other areas of the business does _____ impact?
- Who within the organization cares most about _____?
- What does _____ make possible?

In order to identify useful case studies for each cornerstone, ask:

- What is the before and after difference _____ makes?
- What problems do customers bring to you related to _____?
- How often does _____ produce a noticeable difference in an organization?
- Which _____ case studies have already been documented?
- Which _____ case studies have not yet been documented?
- What does _____ success sound like as a testimonial quote?
- What does _____ look like as a statistically significant number?
- Who within the organization feels the impact of _____ most?

To identify valuable insights and thought leadership opportunities, ask:

- How does your organization lead the way in _____?
- How do you approach _____ differently (than competitors)?
- What experience/expertise does your company have that positions you to better serve customers in _____?
- Who within the organization can best speak to your company as a _____ thought leader?
- Who is responsible for maintaining ongoing best practices regarding _____?
- How is _____ measured/quantified/validated?

To find resources that highlight industry news and events, ask:

- Where would industry news regarding _____ be published?
- Who would publish industry news regarding _____?
- What events do people interested in _____ attend?
- Who are the most highly regarded leaders in _____?

Finally, dig into your own products and services that relate to each cornerstone:

- Which of your products and offerings directly address _____?
- Which of your products and services indirectly address _____?
- What does the _____ process look like in your organization? (What should customers expect?)
- Which products and services addressing _____ are searched for and/or purchased most frequently?

