[](https://www.smartsheet.com/try-it?trp=11992&utm_source=template-word&utm_medium=content&utm_campaign=Executive+Summary-word-11992&lpa=Executive+Summary+word+11992)**EXECUTIVE SUMMARY TEMPLATE**

|  |  |
| --- | --- |
| PRODUCT NAME |  |
| DESCRIPTION |  |

|  |  |  |
| --- | --- | --- |
| TARGET AUDIENCE | Distinguishing Characteristics |  |
| Spending Habits |  |
| Relationship  To Product |  |
| Access Channels |  |
| THE PRODUCT | Value And Credibility |  |
| Competitive Advantage |  |
| Creative Outlook |  |
| Keywords |  |
| STRATEGY + OBJECTIVES | Goal Statement |  |
| Task 1 |  |
| Task 2 |  |
| Task 3 |  |
| BUDGET | Overview |  |
| Projected Cost |  |
| ACTION TIMELINE | Today |  |
| Next Week |  |
| Next Month |  |

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| --- |
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