Language bank template

One page, five sections. Fill it from reviews, tickets, cancellation reasons, forum threads, or customer interviews before you write a word of copy.

The one rule: quotes stay verbatim. Your job, or the model's, is to sort and count. Never rewrite a user's own words to fit a cell.

App or product: _____ Date pulled: _____ Sources used (reviews, tickets, forums, interviews, competitor reviews): _____

1. Who they are

Role, context, or situation (who is this person, what are they trying to do in their life):

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Goals they're working toward:

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2. Current struggles and triggers

What's broken, missing, or annoying them today, in their words:

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What happened right before they went looking for a solution (the trigger):

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3. Outcomes and solutions considered

The result they actually want, in their words, not yours:

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What else they tried or considered, including non-digital alternatives:

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4. Worry questions that stop them moving ahead

What makes them hesitate to pay, sign up, switch, or stay:

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5. What makes this hard

The friction, cost, risk, or fear that's really in the way, underneath the surface-level complaint:

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Quote log

Keep every quote you pull here with its source and a count, so you can defend any line you ship.

Pull	Quote (verbatim)	Source	Seen in how many sources
Outcome			
Their words			
Trigger			

Pull	Quote (verbatim)	Source	Seen in how many sources
Alternative			
Anxiety			

Before you write

Run every line you draft from this bank through the five-point check:

- Uses at least one phrase users repeat, word for word
- Answers the top worry next to the button
- Names the moment that made them download
- Drops words no user has said, like seamless or powerful
- Says one thing per line