

Marketing Megaphone



Know yourself:

How are you truly **different** from a buyer's perspective?
Why do you **matter** to your customers?
How do you **improve** the world?
What's the **one** thing you want prospects to know about you?



Build a plan:

What are **you** going to do?
When/how often?
What's the **core** message/next step?
How will you **measure** effectiveness?



Your team:

How will **you** share your vision/brand with the employees?
How will you **keep** that brand front and center?
How will you **live** out the brand internally so they believe it?
How will you keep them **informed** and inspired?



Your customers:

What could you do that they'd **talk** about at dinner?
How do you make them **feel** exclusive/special?
How do you continue to **romance** them?
What **feedback** mechanisms do you have in place?



Your exact right prospects:

What's the **one** thing you want them to know?
Why are you their **perfect** fit?
How will you **recognize** them?
How do they like to be **communicated** with?

