

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?



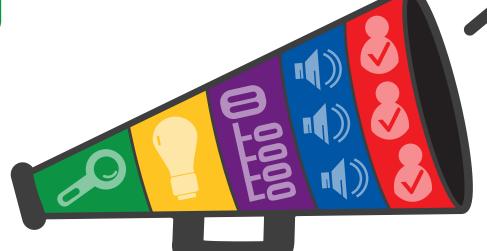


Build a plan:

What are **you** going to do? When/how often?

What's the **COTE** 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?



McLELLAN MARKETING GROUP

drewsmarketingminute.com