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## **8 Steps to Your Marketing Success:**

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### **1) Identify Your Product/Service for Sale**

- Marketable Strengths
- Highest profit-margins
- Most In-demand

### **2) Identify Your Audience**

- Demographics
- Interests
- Locations

### **3) Define Your Goal**

- What are you trying to accomplish?
- What is it Worth to You?

### **4) Define Your Message**

- What are you trying to offer?
- What are Their "Pain" Centers (Needs)?
- How can your product/service benefit Them?
- Why Should They choose you?

### **5) Choose Your Delivery Vehicle(s)**

- Market Reached
- Cost/value per reached person
- Additional Values
- Expected Return on Investment

### **6) Speak Your Mind**

- Get "Their" Attention with a BIG IDEA
- Declare your message convincingly
- Call or Urge "Them" to Action

### **7) Track the Results and Adjust Your Efforts**

- Which media worked best?
- Which offer delivered better?
- Which Call to Action succeeded?

### **8) Repeat. Repeat. Repeat.**

- The average consumer must see/hear the same message seven times before they act.
- The average consumer must see/hear the same message seven times before they act.
- The average... You get the idea!

## MARKETING ATTRIBUTES CHECKLIST

Category	Strength					Weakness					Memorable?	Marketable?
	1	2	3	4	5	1	2	3	4	5		
<b>Product/Service:</b>												
All-around Quality												
Product/Service Depth												
Product/Service Variety												
Pricing												
Turnaround/Delivery Times												
Unique Benefits												
Other												
<b>Business:</b>												
Customer Service												
Organization/Administration												
Breadth of Service Offerings												
Office/Work Environment												
Location												
Past Work/Case Studies												
Other												
<b>Consulting Offerings:</b>												
Knowledge Depth												
Knowledge Variety												
Credentials												
People Skills												
Breadth of Service Offerings												
Industry Connections												
Other												

## STRENGTHS FOR MARKETING EFFORTS

**Strength:** \_\_\_\_\_

**Benefit(s) To End-User:** \_\_\_\_\_

**Marketing Statement:** \_\_\_\_\_

**Strength:** \_\_\_\_\_

**Benefit(s) To End-User:** \_\_\_\_\_

**Marketing Statement:** \_\_\_\_\_

**Strength:** \_\_\_\_\_

**Benefit(s) To End-User:** \_\_\_\_\_

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