

Worksheet:

1. What do we need to start, stop and continue in our marketing program?
2. What is the number 1 thing (just one) that will be the focus?
3. What milestones will we celebrate when achieved?
4. What is our X-Factor and Distinct Advantages? (You will receive a BrandInTheBox dedicated to this)
5. Who are our top 3 Ideal Leads? (You will receive a BrandInTheBox dedicated to this)
6. What are the top 5 ways to target our top 3 Ideal Leads?
7. What is our theme?
8. What are the Top 5 initiatives we will focus on?

1

What would be beneficial to start doing?

What should we stop doing that is not working or ineffective?

What should we continue to do that is effective?

START - STOP - CONTINUE

2

NUMBER 1

3

MILESTONES

4

X-FACTOR

DISTINCT ADV

WHAT YOUR IDEAL CLIENTS WANT

WHAT YOU PROVIDE

WHAT COMPETITORS OFFER

X-FACTOR AND DISTINCT ADVANTAGE TOOL

5

IDEAL LEADS

1. _____

2. _____

3. _____

6

TOP 5 TARGET

1. _____

2. _____

3. _____

4. _____

5. _____

7

THEME

8

TOP 5 INITIATIVES

1. _____

2. _____

3. _____

4. _____

5. _____
