



1. Your Ideal Customer

Who are you trying to reach?

Industry:

Title:

Goals:

Challenges:

Values:

2. Where Are They "Hanging Out"?

Where do they typically find out about a product/services like yours?

BE VERY SPECIFIC.

3. Clarify Your Message

What will you say to them?

REMEMBER: IF YOU CONFUSE, YOU LOSE

4. Collect Contact Info

What can you offer them in return for their contact info?



5. Build Trust

What value will you deliver to nurture the relationship?

6. Conversions

What is your clear next step or offer?



7. Create Promoters

How will you turn happy customers into advocates?

8. Tracking

How will you measure what's working and optimize over time?

