

[CHECK LIST 002: My next step in marketing.]

Questions will refer to “you” as your company or service

-What are the places or points of contact that people can see & interact with your message & image?
(web, cards, signage, email, proposals, mail, packaging, advertising....)

-If these are primary places where 1st impressions are formed in your customer’s mind, rate on a scale of 1-10, how excited/happy you are about each of these points of contact?

-Think through these from your customer’s point of view & then think through what changes you might make to your points of contact.

-Think through whether you see spending \$ on your message & image as a cost or as an investment that will return.

-How much do you think should be spent on your marketing & image in 6 mo. of the year? What might be an amount you would invest this upcoming month to help people see: *you*?

-What are some things that you could give away to clients that would meet a need, and at the same time tie into your marketing? (branded: coffee, note pads, gift cards, clothing....)



[Call 612-229-6618 or email to grab a coffee and review what you discovered through this exercise]