

POSITIONED TO BE SEEN

Marketing Clarity Worksheet

Before You Spend Another Marketing Dollar... Take five minutes to answer these questions.

1 What do you want your business to be known for?

2 Who most needs to know that?

3 Why should they believe you?

(Experience, results, testimonials, credentials, client success stories)

4 Which marketing channels are most likely to reach those people?

- | | |
|---|--|
| ☐ Networking | ☐ Website |
| ☐ Speaking | ☐ Email Marketing |
| ☐ Public Relations | ☐ Advertising |
| ☐ Social Media | ☐ Other: _____ |

5 What is the single most important marketing decision you need to make next?

A FINAL THOUGHT

The businesses that grow most effectively aren't the ones that use every marketing tactic. They're the ones that choose the right tactics for the right reasons and communicate a consistent story wherever they show up.

Complimentary Marketing Clarity Session

If you'd like another perspective on your marketing strategy, I'd be happy to schedule a complimentary 30-minute Marketing Clarity Session. We'll discuss your goals, evaluate your current marketing approach, and identify practical next steps tailored to your business.

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