

ActionCOACH™ Marketing Checklist

What to be clear on before you undertake any marketing campaign...

1. WHO?—Identify Your Target Market

Use your existing “A” grade customers to find out this information. Remember the 80/20 rule—look for the rule rather than the exceptions. You may have several distinct Target Markets—do this exercise for each one.

WHO is the user of your product or service? _____

WHO is the decision maker? **WHO** says yes or no to the purchase of your product or service? _____

What is their **GENDER?** (i.e. what % of buyers are male, what % are female?) _____

What is their **INCOME?** _____

What is their **OCCUPATION?** _____

What are their **OTHER INTERESTS?** _____

What is their **GEOGRAPHICAL LOCATION** (i.e. where do they live/ work?) _____

What **TIMES OF THE YEAR** do they think about buying your product or service? _____

What **LENGTH OF TIME** do they take from initial inquiry to confirm their purchase? _____

2. WHAT?—What is it that they want to buy?

Remember people don't want to buy drills they want to buy holes AND what do they want to do with the holes.

WHAT needs do they want to fill? _____

WHAT PROBLEMS & FRUSTRATIONS do they have? _____

WHAT are the **3 KEY AIMS** do they have when using your product or service? _____

WHAT do they **WORRY** about when using your product or service? _____

Are you **ADDING PLEASURE** or **REMOVING PAIN?** _____

3. WHY?—Why buy it from your business rather than the competition?

WHAT are the unique aspects about your business that adds value to their purchase? _____

4. WHERE?—Where do they gather together in the greatest numbers?

WHAT other businesses or organizations already deal with your target market? _____

5. HOW?—How do they like to be communicated with?

WHAT do they read? _____

WHAT do they listen to? _____

WHAT forms of communication are they open to? _____