

PRE-MARKETING WORKSHEET

A HOLISTIC APPROACH TO BUSINESS GROWTH

CREATE YOUR CLIENT/ CUSTOMER PERSONAS:

Who are your current clients and who are your ideal clients? Write down detailed information about who they are and what “problem” they are trying to solve.



Persona #1

Gender:

Age:

Job(s):

Income range:

Other important info:

What problem do they have that **you** can solve?



Persona #2

Gender:

Age:

Job(s):

Income range:

Other important info:

What problem do they have that **you** can solve?



Persona #3

Gender:

Age:

Job(s):

Income range:

Other important info:

What problem do they have that **you** can solve?

BRAINSTORM WORDS AND PHRASES

Write down any descriptive words that you think might resonate with your ideal clients, and speak directly to their “problem” that you can solve. Remember to go for the gut! People respond strongly to language that evokes emotion, whether positive or negative.

How can you incorporate these terms in to your branding, website, social media, email marketing, etc.? If you don't have any of those set up yet, consider a consultation!

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LET'S CREATE A PIECE OF CONTENT!

Pick one of the “problems” that you can solve for one or more of the personas:

Now write 1-5 paragraphs speaking directly to that persona, addressing their problem and how you can solve it. Be sure to use as many of those descriptive words & phrases as possible!

HOW CAN YOU USE THIS BIT OF CONTENT THAT YOU JUST WROTE?

- Social Media Post
- Blog Post
- Talk/ Lecture/ Video
- Email/ Newsletter
- “Freebie” PDF
for marketing funnel, email list signup, etc.
- Website
- Other Ideas: