



Marketing made simple. A quick checklist...

WHO Customer point of view

Don't play by the **Category Rules**

Focus on your primary **Target Market**

Appreciate the **Context**

Provide **Value**

Connect as a **Person**

WHAT Simplify the message – **KISS**

What are your 4-5 most **Important** messages?

Which **One** is the most important to your **Target Market**?

Does it encapsulate your **Competitive Advantage**?

If not, why not?... start again!

HOW Execute with feeling & emotion

Treat people as **People**

Elicit an **Emotional** response

Be **Visual, Tactile** or **Auditory**