

Marketing Checklist Worksheet

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For more information regarding this worksheet, please read:
[A Simple Marketing Campaign Checklist](#)

Who is my one starving customer?

What city do they live in? Do they live in a house or an apartment? How big? How is it decorated? How much money do they make? What do they do on the weekends? What are they most stressed out about right now? What are they most excited about right now?

How will I reach them? What's my channel?

Complete the [Bullseye Framework](#) Worksheet to determine your best channel

My top 3 channels:

- 1.
- 2.
- 3.

What are the three biggest pain points?

Step 1: List everything you can think of

Step 2: Sort associated ones into groups

Step 3: Rank most painful to least painful

What is their state of awareness?

The Most Aware

The customers knows of your product-knows what it does-knows he wants it. The marketing simply states the name of the product and the price, that's it.

The Customer Knows Your Product but Doesn't Want It Yet

The main purpose of the ad is to reinforce the product's superiority through visualization, documentation and mechanisms.

Introduces A New Product

The prospect knows or recognizes immediately that he wants what the product does, but doesn't yet know that there is a product that will do it for him.

Introduces A Product that Addresses A Need

The prospective customer has a need, not a desire, but doesn't realize the connection between that need and your product.

Completely Unaware Market

The prospective customer is not aware of his desire/need or won't admit it. It's so amorphous and general that it can't be summed up in a headline.

My customer state of awareness:

What is their state of sophistication?

You are the first in your market

Be simple, be direct, don't be fancy. State the Solution to the desire simply and dramatize it in the rest of the marketing.

You are the second in your market

Copy the successful claim but dramatize it.

Third Stage of Sophistication

Your prospects have heard the claims and all the dramatizations have been taken to the very edge of believability.

You Are Reviving A Dead Product

Your market no longer believes in your advertising. The emphasis shifts from the promise and the mechanism to identification with the prospect himself.

My customer state of sophistication: