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|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| <b>SET</b>           | What, how, and when will we do what? Set strategies & plans.                                                                                                                                                                                                                                                                                                                                                                               | <b>Inspire<br/>Help<br/>Proof<br/>Sell</b> |
| <b>Act</b>           | Have a place where you can turn, potential clients into clients by showing: <ul style="list-style-type: none"><li>• You are a good fit (Know your client, share same values)</li><li>• USP's / Reason to do business with you</li><li>• Products you offer</li><li>• Remove potential obstacles</li><li>• Proof your worth clients trust</li><li>• Easy way to buy</li><li>• Is easy to find</li><li>• Your Persona's know about</li></ul> |                                            |
| <b>Measure</b>       | Measure who is buying your products, through which channels and get insight to sell more                                                                                                                                                                                                                                                                                                                                                   |                                            |
| <b>Reset</b>         | Evaluate and validate your plan and strategy and make new planning upcoming months                                                                                                                                                                                                                                                                                                                                                         |                                            |
| <b>Build Trust</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                            |
| <b>Wow the guest</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                            |