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| 6 Critical Questions | | |
| Before you create your next marketing plan, ask yourself the following: | | |
| **1** | | What is the **most important** reason that we need to market ourselves?  *(E.g. increase sales, achieve greater awareness, reach new audiences, expand market territory, etc.)* |
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| **2** | | What is the one thing we are doing currently that is causing the most problems for our brand and ability to sell our products/services? |
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| **3** | | When we think of our most favorite client, what traits come to mind that make us love them? And, how can we find more clients that are just like them? |
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| **4** | | What is one thing we could do in the next 6 months to make our clients adore us and become raving advocates for our work? |
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| **5** | | If we were not limited by our budget, what marketing strategy would we employ immediately to achieve our goals? |
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| **6** | Let’s assume we have implemented our new marketing strategy. What does success look like one year from now? Be specific. *(sales increases, number of employees, new products, new services; types of clients we serve, etc.)* | |
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| *The answer to the above questions should serve as a consistent point of reference for what you plan to do and why you plan to do it.* | | |