



Magnetic Marketing Worksheet

The **SECRET** to *magnetic* marketing is to focus on **THEM**. (It's NOT about you, your company, your process, your product features, etc.). To create *magnetic* marketing, design products and services that help them get the results **THEY** want, create marketing messages that focus on **THEIR** pains AND gives them what **THEY** desire (using **THEIR** words!) This worksheet (and the thinking you put into it) will make any marketing endeavor much more magnetic (more clients, impact & cash flow)! Good luck and have fun!

Specific Product/Service You Are Marketing:

Key Question	Your Answer
Who are my <i>ideal clients</i> for THIS product or service? Who do I love to work with?	
What are their top three pains, problems or challenges right now? What are they willing to spend money to solve? Be specific.	
What are the RESULTS they are <i>seeking</i> for the pains, problems & challenges listed above?	
What is preventing them from getting what they want?	
What would make this offer irresistible to my clients?	
Why should they buy this from me? How do I differ from my competitors?	
What is <u>one</u> call to action I will ask them to take? (i.e., Visit website; request sample; schedule a free consultation; subscribe to newsletter; etc.)	

If you find it difficult to answer these questions:

- Think about the questions from your favorite client's points of view.
- Read through your client testimonials and/or thank you notes.
- Call or survey your best clients and ask them the questions above!

Need help? Email Amy@KickButtToday.com to schedule a free 30 minute strategy call.