

## MARKETING DEFINED

How do you currently identify the needs and wants of your customers?

What do you know for sure about the needs and wants of your customers?

What do you need to know?

Brainstorm some ways you can gather marketing intelligence:

YOU ARE IN THE MARKETING BUSINESS!  
YOU WILL NOT ACHIEVE GREAT LEVELS OF SUCCESS WITHOUT THIS MINDSET.



# HOW TO RUN A GROWING BUSINESS

## CREATING A POWERFUL MARKETING STRATEGY

### THE MARKETING MINDSET

Marketing = \_\_\_\_\_ + \_\_\_\_\_

How does this definition change the way you look at marketing?

What is the most effective thing you're doing today to educate your customers and prospects on the advantages and value of doing business with you?

What is the least effective?

What evidence are you currently providing that supports and backs up your promise?