



Month 3: Creating Marketing That Gets Results

Community Reinvention Program

NAME: _____

BUSINESS NAME: _____ COMMUNITY NAME: _____

TO DO: Before your next group meeting, listen to the Mark Stevens CD. Answer the following questions and bring this sheet with you to your meeting.

1. Mark Stevens talks about creating a “swarming offense” in your marketing. List at least three (3) marketing tactics that you can do in tandem to create a swarming offense.

a. _____

b. _____

c. _____

2. Describe a method you plan to use by which you can “pick more low hanging fruit” from your current customers.

3. Give one example on how you currently use “linear” marketing in your business marketing plan.

4. As a business, obsessing about your competition causes you to lose focus on developing your own company strengths. Name one trait of your company that is different from any of your competitors and totally sets you apart.

Fax completed worksheet to: (866) 653-1336 or
Email completed worksheet to: info@jonschallert.com