

Marketing Worksheet



AUDIENCE

TARGET AUDIENCE	
MOTIVATION DESIRE	PROBLEM
THEY WANT TO KNOW	IMPORTANT TO THEM

TO ADDRESS

MEDIUM (PLATFORM)	PURPOSE <input type="checkbox"/> ACTION _____ <input type="checkbox"/> INFORMATION/POSITIONING
SOLUTION	END RESULT
PRIMARY MESSAGE	
SECONDARY MESSAGE	VALUE PROPOSITION
OTHER USEFUL INFORMATION	REQUIREMENT TO BUY
CONTACT INFO	BRAND

TO CONSIDER

RESISTANCE	COMMON THREAD
KEY IMAGES	KEY COLOURS

Worksheet Explanation



AUDIENCE

TARGET AUDIENCE: Who are you trying to reach? Try to be as specific as possible, as if there is only one person that you want to talk to, that you are addressing.

MOTIVATION | DESIRE: What are they trying to achieve? What is the reason that is pushing/driving them to look for the service/product you are offering?

PROBLEM: Driven by their motivation, your audience is faced with problem(s) that does not allow them to attain their objectives. What are they?

THEY WANT TO KNOW: What is the information that is important to your client? What are the things that will help your audience to connect with the problem that you are solving?

IMPORTANT TO THEM: What are the words, information or images that are important to your audience?

TO ADDRESS

MEDIUM (PLATFORM): What is the best way to reach your audience? What else have you considered, and why choose this one? Specify the medium that will be used to deliver the ad, from the format to the specific service provider.

PURPOSE: What is it specifically that you want to achieve with your ad, either a call to action or to position your business? If **action** - what do we want the client to do? Make sure that it is simple and clear like: Buy, call, book, sign-up, refer, etc. If **position** - make sure that it complements your other action ads and that you can afford it.

SOLUTION: What are you offering your client that solves their problem(s)? What is the specific service/product that you are selling? Try to be as precise as possible. Avoid being generic or too overarching.

END RESULT: What do you want your clients to feel? What do you expect as a result from the ad? What is the impact of your ad on your company, its reputation and its sales?

PRIMARY MESSAGE: This should be no longer than a **newspaper headline**. This is the most important message that you want to share with them.

SECONDARY MESSAGE: This should not be longer than a typical **caption underneath a picture** that you would find in a news paper.

VALUE PROPOSITION: Why should your client buy from you? What makes you better, different or more attractive to your client? What is your value-added compared to competition or similar solutions? What is in it for them?

OTHER USEFUL INFORMATION: What other details are important to your customer? What else might they want to know? What else might influence their buying decision? Is there something that is important to you?

REQUIREMENT TO BUY: Is there something that the client must be, must have, must achieve to be able to pose the action? Is there a timeline that they need to know about?

CONTACT INFO: How are they going to reach you? What is the important information that they need to know? What is the best way for them to find you?

BRAND: What is the brand/logo you are going to use? Will it be image only or image and text? Will it include a tagline?

TO CONSIDER

RESISTANCE: What might make them resist your solution? Why would they back away? What might make them weary of you, your message or your solution?

COMMON THREAD: How does this ad tie-into your company brand? Is there a common thread with other ads and communication products, such as colours, fonts, common elements, identifying factors, etc.?

KEY IMAGES: Are there pictures, people, scenarios, contexts that will help your audience to connect, understand and/or relate to the problem or the solution you are proposing? Is there a video that you can include that will help illustrate, educate or increase comprehension?

KEY COLOURS: Are there colours that are good luck, you should avoid, or represent something negative? Are some colours more representative of your client? Do you have colours that are recommended to be used together?



REVIEW QUESTIONS

Have I completed and prepared a Worksheet for each and every item that I will be using to help promote my business, including each Facebook post, Instagram picture, news release, community TV appearance, business card, flyer, pop-up banner, car wrap, etc?

If I share the ad with some else and asked them to extract the key elements from it, could they? Would it reflect my Worksheet?

Is the story in my ad clear and easy to follow?

Does the primary message immediately catch my client's attention?

Is it clear what my client has to do and how?

What can I eliminate to reduce clutter and still have the same impact? Cut, verify, repeat. If you've taken too much away, return to the previous version.

OTHER QUESTIONS

If I was my client and read the ad, would it move me to action?

Is the problem, solution and message consistent throughout?

Could I reduce the text and still have the same impact?

Can I use an image, music or video to share information instead of words?

If I have multiple problems to solve, would my ad be more effective and easier to read by presenting only one problem at a time? Therefore, should I prepare multiple ads to address each problem?