

CONTENT MARKETING BASICS

Getting Heard Above the Noise



Table of Contents

Learner Activities

Soda, Skirts and Software	4
Buyer Personas	7
Brand Voice	9
Engagement Worksheet	14
Content Marketing Checklist	20
LinkedIn Project	21

Appendix

Adding LinkedIn Projects	A1
Content Marketing Example—Soda	A3
Content Marketing Example—Skirts	A4
Content Marketing Example—Software	A5
Persona Builder Worksheet	A6
Basic Buyer Personas	A9
Brand Personality Worksheet.....	A19



INTRO TO CONTENT MARKETING

Learner Activities

Engagement Worksheet

Okay, with our personas in our back pocket and the voice defined, you should be feeling warmed up by now. So, it's time start filling in the blanks.

Use this worksheet to create the different types of content covered in this section. Start by listing the brand words you selected in the previous activity across the top—we've given you four slots. As we progress through each lesson, fill the worksheet with your own writing, keeping your brand words in mind.

Note

You can spend **a lot** of time on these, but try to just write a few sentences to get the feel for how to utilize these elements to write, really anything!

Brand Words

_____	_____
_____	_____

Website Copy

Homepage

Product Page

About Us



Engagement Worksheet (cont'd)

Does your Website Copy meet the 5 rules? **Yes** **No**

*Confused? If this is your first time using the Engagement Worksheet, you can ignore this question for now. Don't worry, we'll come back here after we cover the **5 Rules of Content Marketing** later in the course!*

Microcopy

Does your Microcopy meet the 5 rules? **Yes** **No**

Form Fills

Create a strategy.

Do your Form Fills meet the 5 rules? **Yes** **No**



Engagement Worksheet (cont'd)

Marketing & Sales Emails

For this example, pick a promotional email to send. Maybe you want to announce a new product or provide a 50% discount—whatever it is, pick a promotion for this exercise. Then, fill out the copy for a sample email

Remember: one call to action people!

Subject

Body

Do your Marketing & Sales Emails meet the 5 rules?

Yes

No

Transactional Emails

Auto-responder for contact us



Engagement Worksheet (cont'd)

Auto-responder for content download

Thank you for purchasing

Do your Transactional Emails meet the 5 rules?

Yes

No

Social Media

Twitter Post

Twitter Retweet

Facebook Post

Facebook Share

LinkedIn Post



Engagement Worksheet (cont'd)

LinkedIn Share

LinkedIn Published Articles

Instagram Post

Does your Social Media meet the 5 rules?

Yes

No

Long-Form Content (Content per Persona)

Persona 1

Persona 2

Persona 3



Engagement Worksheet (cont'd)

Persona 4

Does your Long-Form Content meet the 5 rules?

Yes

No

Voicemail

Sales—First Call

Sales—Follow Up Call

Sales—Deal Closing Call

Customer Service—Upset Customer

Customer Service—Survey

Does your Voicemail meet the 5 rules?

Yes

No



Content Marketing Checklist

Consider the 5 rules of content marketing. Go back and take a look at the exercise from the previous section—now it's time to use those checkboxes by each section!

Review what you wrote. How often was your tone or content promotional? Or better yet, **not** promotional? How often is it highly purposeful, and how?

As you review your content, use the checklist below to help identify areas in your message that need more attention in order to express your brand voice consistently.

5 Rules of Content Marketing Checklist		
	Yes	No
Is your message non-promotional ?		
Is your message relevant to your audience?		
Is your content consistently on brand ?		
Is your content error free ?		
Is your message purposeful ?		

Be hard on yourself and be honest. If the copy you wrote isn't engaging, then rewrite it. Writing great copy is an act of repetition and discipline!

Print out these rules and each time you write something, reference them and address any areas of weakness. You'll be a better writer for it!



INTRO TO CONTENT MARKETING

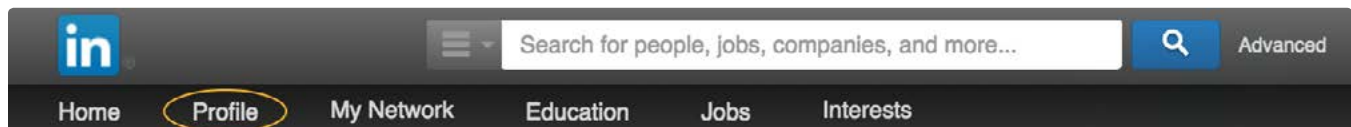
Appendix

Adding LinkedIn Projects

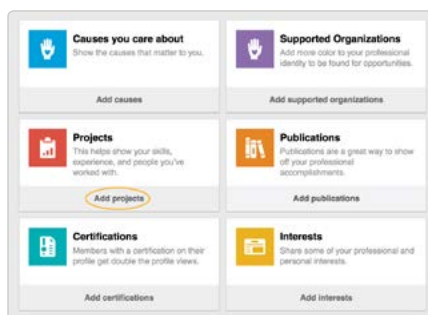
How to add Projects on Your Profile

Step 1

Move your cursor over *Profile* at the top of your homepage, wait for the drop down menu and select *Edit Profile*.

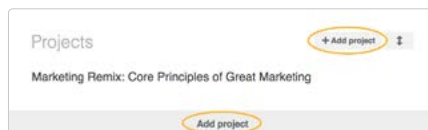


Step 2



If you've never added a project before, look beneath your profile summary and click *View More* to see more sections, then click *Add projects*.

If you've previously added a project, scroll down to the Projects section on your profile and click *Add project*.




Step 3

A screenshot of the LinkedIn "Add Project" form. The form has several fields: "Name" (required), "Occupation" (dropdown menu), "Date" (with "Switch to date range" link and "Month..." and "Year..." dropdowns), "Project URL", "Team Member(s)" (with "+ Add team member" button), and "Description" (text area). At the bottom, there are "Save" and "Cancel" buttons.

Fill out the fields and click *Save*.

Adding LinkedIn Projects (cont'd)

To edit an existing project

1. Move your cursor over Profile at the top of your homepage and click *Edit Profile*.
2. Scroll down to the Projects section and click the  *Edit* icon next to the project title to open edit.
3. Make your changes.
4. Click *Save*.

More about adding and editing projects

- To add a team member to your project, select the Edit icon next to the project title to open edit options. Start typing the name of the team member to see a list of 1st-degree connections. You can select a connection from this list.
- If your team member isn't on LinkedIn, you can still type their name to add them to the project.
- You can't edit the Team Member section of a project on someone else's profile. If you'd like to remove yourself, you'll need to reach out to that person and ask them to remove you.

Note

You can only add your connections as team members to a project.

[to view LinkedIn's help page.](#)



Content Marketing Example—Soda

Look at the types of content that Pepsi produces. These are to be used in the first activity, located on [page 4](#) of this workbook.

PepsiCo
Food & Beverages
10,001+ employees
1,276,986 followers Follow

Home Careers

Together We Celebrate
OUR PEOPLE
...and A World of Possibilities
possibilities
1 Million + Followers

PepsiCo employees
Fahad AlKastaban
Talent Acquisition Supervisor
See how you're connected

Pepsi
September 9 at 4:10am · 🌐
Sun, rest and an ice cold Pepsi. #SayItWithPepsi #Pepsi
3.3K Views
Like Comment Share

pepsi
12.8k likes 3w
pepsi When you've got Pepsi, a picnic is only a blanket away
view all 207 comments
southill.meme Bepsi
gabatorrestattoos →→→→CHECK OUT MY PAGE 🍷🍷🍷🍷
sfqdsff 🍷 moji Pepsi 🍷
jackson_____m Check your dms Pepsi
hackersworldwide Bepsi
d.houston504 @pepsi hey Pepsi can you please bring back slice I need that fruit punch in my life again please!!!! @pepsi
abdul.m.saeed #WantCocaColaSwag
earth2courtney PepsiCo is destroying the rainforests & killing our Eco-system for short-term gains. It is proven fact that the Sumatran Orangutan & Borneo
Log in to like or comment.

CRYSTAL PEPSI
CLEAR COLA

Time to party like it's 1993, because we've relaunched Crystal Pepsi, dudes! It's available in select locations around the United States for a limited time, so snag your own cold, clear cola and celebrate by exploring The Crystal Pepsi Trail at [CrystalPepsi.net!](#)

pepsi
33.3k views 23h
pepsi Put today on the path to victory with a #PepsiFloat! 🍷
view all 128 comments
gabe_miller83 @thegatesofthomas lucky. I've never seen it in Colorado. Not once
barbiesue12 Ok
uchiha_shisui60 Cool, where can I buy a Pepsi glass?
piperfrost #bringbackcrystalpepsi #bringbackcrystalpepsi #crystalpepsi #crystalpepsimovement #crystalpepsination #abeastnation #abeast #abeastnation
piperfrost #boycottpepsi #pepsistrike
marcusplayzy456 Is dat ice cream??
sxphlex Yeah @marcusplayzy456
eddielignaigo Thank you for a great

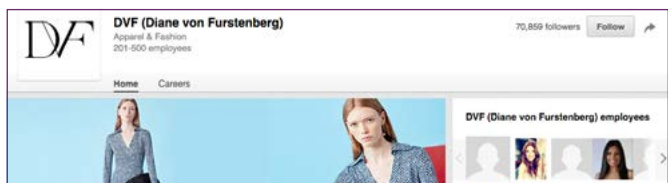
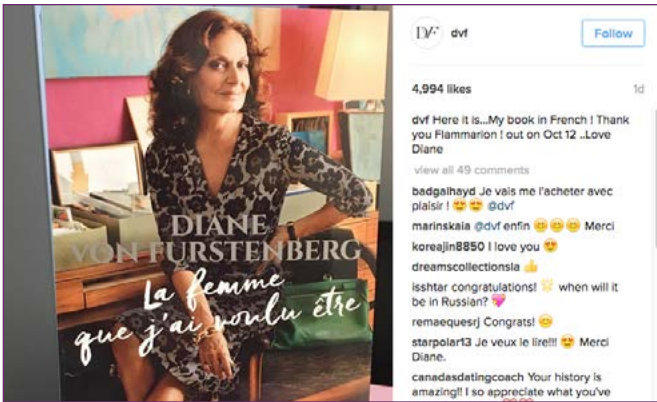
pepsi
6,794 likes 4d
pepsi Holding on to summer fashion as long as humanly possible! Get the shirt, link in bio 🍷🍷
view all 55 comments
waidwifm Whakey
ecceller2016 Selling an 60K+ 🍷 dm me if interested PayPal only 🍷
poznanlaki_trenuja Really nice shirt!!
unionfundzz Let's Get You Paid Today in

pepsi Follow
pepsi shop.pepsi.com www.pepsi.com
406 posts 695k followers 113 following




Content Marketing Example—Skirts

Look at these Diane von Furstenberg digital elements. These are to be used in the first activity, located on **page 4** of this workbook.



Content Marketing Example—Software

Here are some samples of Marketo's digital content for you to look at. These are to be used in the first activity, located on [page 4](#) of this workbook.




29 likes 1w

marketoinc #MondayMotivation: "You can't use up creativity. The more you use, the more you have." - Maya Angelou
trademysites This is great :)

Log in to like or comment. ○○○

Marketo 3 Examples of Ancient Wisdom You Can Apply to Your Modern Sales Strategy to Close More Deals!



The Art of B2B Sales: How Sun Tzu's Ancient Wisdom Can Help You Close More Deals Faster

blog.marketo.com · Sure, you look pretty great with a copy of Sun Tzu's The Art of War on your office bookshelf, but have you actually read it? Sun Tzu talks about outmaneuvering competitors and strategizing for success, and his wisdom is just as useful to salespeople...

Marketo yesterday at 5:01am · ☑

#MondayMotivation: "Keep your face always toward the sunshine and shadows will fall behind you." - Walt Whitman



"Keep your face always toward the sunshine and shadows will fall behind you." - Walt Whitman


Like Comment



marketoinc [Follow](#)

Marketo Helping marketers master the art and science of digital marketing by driving technology innovation and expertise for tomorrow.
www.marketo.com/dg2smm

364 posts 3,405 followers 175 following



If You're Going To Play, Play To Win

DRIVE ENGAGEMENT WITH THE #1 MARKETING AUTOMATION PLATFORM

[SEE PRODUCTS](#)


ANOTHER IRRELEVANT OFFER? IT'S LIKE THEY HAVE NO IDEA WHERE I AM IN THE CUSTOMER JOURNEY.



marketoinc [Follow](#)

47 likes 1d

marketoinc #fridayfunny: an inside peek at customer expectations?
bberg1010 If you want us to know where you are, Waldo, maybe you shouldn't have learned how to hide so damn well! :P
uberfliphq 🤪
munozphoto 📷




Marketo
Computer Software
501-1000 employees

90,432 followers [Follow](#)

Home Careers


We Put Marketing First

Marketo employees



Bill Binch

See how you're connected



marketoinc [Follow](#)

128 views 20h

marketoinc Who says you can't have dinner for breakfast? Happy #nationalpancakeday!



Persona Builder Worksheet

To create buyer personas that faithfully represent your customer base, get as granular as possible around who these personas “are” and what they care about. Then, you can build messaging that actually converts. To get started, gather your team and answer the questions below.

Persona's name _____

Persona's job title/role _____

Role in the buying committee Decision Maker Executive Sponsor Influencer

Need/motivation Low High

Persona Overview

Create a 100–200 word overview describing this person. Include responsibilities, personal preferences, age, gender, experience & daily activities—anything that will help you understand your buyer’s brain!



Persona Builder Worksheet (cont'd)

Pain Points

List all the challenges and concerns that commonly affect this person. FYI: We phrased these like user stories!

This helps you get into the agile marketing framework. Here's an example:

As a Marketing Director, I wish my team was more skilled in Marketo, so that they can run automated campaigns.

If you need help understanding user stories, reference the course *Project Management for Marketers*.

Now it's your turn. Give it a go!

As a _____ I'm concerned _____

As a _____ I don't have _____

As a _____ I worry about _____

As a _____ I wish _____

Key Drivers, Motivators & Goals

As a _____ I want to _____

As a _____ I need to _____

As a _____ I must _____

Risk of Loss

What are some actions or attitudes that you have seen this buyer display that result in losing a deal or not retaining him or her as a customer?



Persona Builder Worksheet (cont'd)

Keep Building!

Think about your persona's motivations, questions and interests during each stage of the buying process. Use the boxes in the table below to jot down any notes you want to make.

	Inquire	→ Learn	→ Evaluate	→ Justify	→ Select
	<i>What interests me?</i>	<i>What do I want to know?</i>	<i>What do I think?</i>	<i>Is this right? What else is needed?</i>	<i>Am I ready to buy?</i>
Persona's Motivation					
	<i>Questions:</i>	<i>Questions:</i>	<i>Questions:</i>	<i>Questions:</i>	<i>Questions:</i>
What are they asking about?					
	<i>Messages:</i>	<i>Messages:</i>	<i>Messages:</i>	<i>Messages:</i>	<i>Messages:</i>
Key Messages & Value Propositions					
	<i>Offers:</i>	<i>Offers:</i>	<i>Offers:</i>	<i>Offers:</i>	<i>Offers:</i>
Offers they might be interested in					

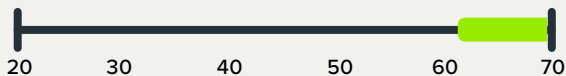




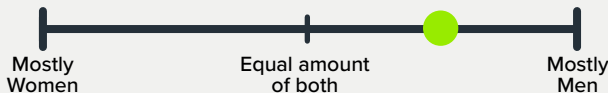
WHAT YOU NEED TO KNOW ABOUT GENUINE GEORGE

Meet George, he's been around the block a few times and has learned from his past mistakes. He is honest, straightforward, and expects anyone who he deals with to be the same. While George has kept current with digital trends, he does prefer to do things face to face whenever possible.

AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|---|
| <input checked="" type="checkbox"/> Google Search | <input type="checkbox"/> Yelp |
| <input checked="" type="checkbox"/> Google Ad | <input checked="" type="checkbox"/> Friend |
| <input type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Colleague |
| <input type="checkbox"/> Twitter | <input checked="" type="checkbox"/> Phonebook |
| <input type="checkbox"/> LinkedIn | <input checked="" type="checkbox"/> Billboard |
| <input type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Physical Location |
| <input type="checkbox"/> Review Sites | <input type="checkbox"/> Other Social Network |

QUICK FACTS

- DECISIVE
- PERCEPTIVE
- FORMAL
- DETAIL ORIENTED
- VERY RESPONSIVE
- PRACTICAL
- THOROUGH
- KNOWS WHAT HE WANTS

QUESTIONS HE MAY ASK

- How will this help me?
- Is there anything else I'll have to invest in?
- How important is customer service to you?

ESSENTIAL TIPS

- Never be evasive
- Emphasize solutions with a proven track record
- Be respectful of his time

HOW TO LOSE THE DEAL

Above all, be honest and up front with him. He is experienced and perceptive and if he catches you trying to pull one over on him, he'll end your relationship in a heart beat.





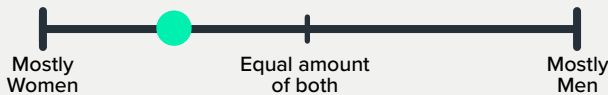
WHAT YOU NEED TO KNOW ABOUT TRADITIONAL TRUDY

Introducing Trudy, she's been around a long time and has seen it all. She relies heavily on her past experiences when she evaluates anything new. She likes her tried and true processes and favors proven solutions over taking a risk with the latest and greatest technologies.

AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|---|
| <input checked="" type="checkbox"/> Google Search | <input type="checkbox"/> Yelp |
| <input checked="" type="checkbox"/> Google Ad | <input checked="" type="checkbox"/> Friend |
| <input checked="" type="checkbox"/> Facebook | <input type="checkbox"/> Colleague |
| <input type="checkbox"/> Twitter | <input checked="" type="checkbox"/> Phonebook |
| <input type="checkbox"/> LinkedIn | <input checked="" type="checkbox"/> Billboard |
| <input type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Physical Location |
| <input type="checkbox"/> Review Sites | <input type="checkbox"/> Other Social Network |

QUICK FACTS

- NEEDY
- METHODICAL
- PRECISE
- LOOKING FOR STABILITY
- CAN BE STUBBORN
- DETAIL ORIENTED
- COMMUNICATIVE
- LOW TECH LITERACY

QUESTIONS SHE MAY ASK

- How long will this take?
- How flexible are you?
- What kind of support can I expect?

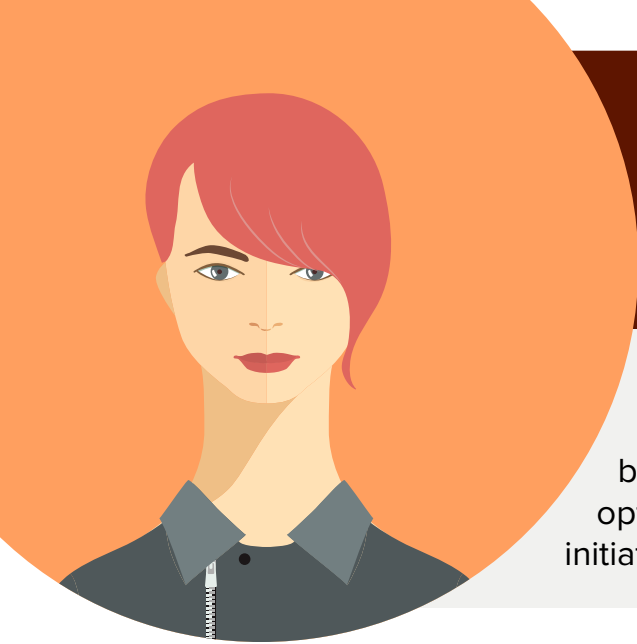
ESSENTIAL TIPS

- Provide her with some customer feedback so she can see your real world value
- Meet in person whenever possible

HOW TO LOSE THE DEAL

Don't lean too heavily on the technical details. Instead, emphasize the real world results. If she senses that you lack experience, she will look elsewhere.

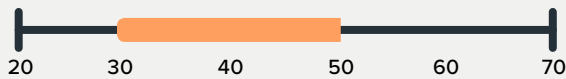




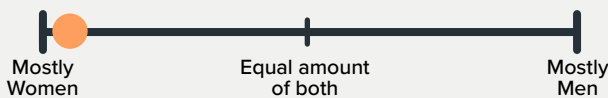
WHAT YOU NEED TO KNOW ABOUT INFLUENCER IDA

Meet Ida, the type of employee that start ups are looking to hire because, frankly, she does it all. She is an enthusiastic buyer that can juggle a number of tasks at once. Ida is optimistic and genuinely excited to be at work and finds new initiatives to be more thrilling than daunting.

AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- Google Search
- Google Ad
- Facebook
- Twitter
- LinkedIn
- Instagram
- Review Sites
- Yelp
- Friend
- Colleague
- Phonebook
- Billboard
- Physical Location
- Other Social Network

QUICK FACTS

APPRECIATION DEPRIVED

NEEDY

DOES IT ALL

SYSTEMATIC

LOOKING FOR STABILITY

INDEPENDENT THINKER

DETAIL ORIENTED

ENTHUSIASTIC

HIGHLY COLLABORATIVE

QUESTIONS SHE MAY ASK

- Are you interested in a partnership?
- Are there samples, case studies or marketing materials you can send my way?

ESSENTIAL TIPS

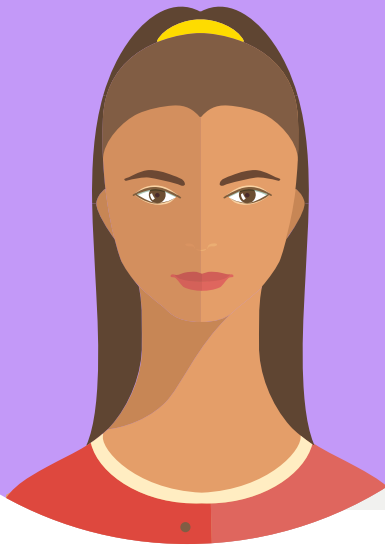
- Be straightforward
- Communicate constantly
- Be friendly and familiar
- Connect through social networks

HOW TO LOSE THE DEAL

This persona likes to stay connected. If you keep them out of the loop or don't provide them all the details they need, they kick you to the curb.



WHAT YOU NEED TO KNOW ABOUT END USER EMMA

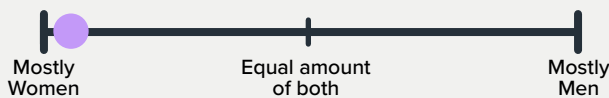


Introducing Emma, a young, dynamic go-getter with a thirst for knowledge. Emma needs to be empowered to make a confident, well-constructed solution. If you make her look bad, you'll blow your chance at winning her back. A strong, polished impression each time is key.

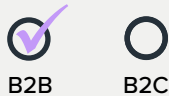
AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|--|
| <input checked="" type="checkbox"/> Google Search | <input type="checkbox"/> Yelp |
| <input checked="" type="checkbox"/> Google Ad | <input checked="" type="checkbox"/> Friend |
| <input type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Colleague |
| <input checked="" type="checkbox"/> Twitter | <input type="checkbox"/> Phonebook |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Billboard |
| <input checked="" type="checkbox"/> Instagram | <input type="checkbox"/> Physical Location |
| <input checked="" type="checkbox"/> Review Sites | <input checked="" type="checkbox"/> Other Social Network |

QUICK FACTS

- LOGICAL CAUTIOUS JOB HOPPER LEAST TIME IN POSITION
INDEPENDENT THINKER DETAIL ORIENTED FARSIGHTED VERY TECH LITERATE

QUESTIONS SHE MAY ASK

- What does a day in the life of a user of this product look like?
- How will your product change my day-to-day?

ESSENTIAL TIPS

- Coach her through what she should be asking
- Talk about new tech
- Respect her role
- Create a great relationship

HOW TO LOSE THE DEAL

Make sure she sees you as someone she can trust and look up to. Guide her and have her back or she may be your biggest detractor.

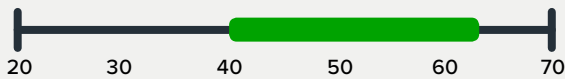




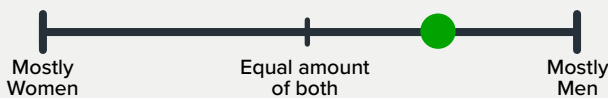
WHAT YOU NEED TO KNOW ABOUT SOLE-PROPRIETER SAL

Meet Sal, an experienced business professional who has a long history of success striking out on his own and doing things his way. He knows what he wants and looks for solutions to meet his specific goals. Sal is a straight shooter who looks for the same attitude in his business partners.

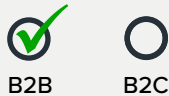
AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|---|
| <input checked="" type="checkbox"/> Google Search | <input type="checkbox"/> Yelp |
| <input checked="" type="checkbox"/> Google Ad | <input checked="" type="checkbox"/> Friend |
| <input checked="" type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Colleague |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Phonebook |
| <input checked="" type="checkbox"/> LinkedIn | <input type="checkbox"/> Billboard |
| <input type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Physical Location |
| <input type="checkbox"/> Review Sites | <input type="checkbox"/> Other Social Network |

QUICK FACTS

LEADER

SELF RELIANT

ORGANIZED

RESPECTS CONFIDENCE

GOAL ORIENTED

DETAIL ORIENTED

ANALYTICAL

NOT VERY NEEDY

QUESTIONS HE MAY ASK

- Why should I choose you over someone else?
- How will this save me time?
- How will this make me money?

ESSENTIAL TIPS

- This is his livelihood, ensure he knows you "get" that
- Provide detailed information
- Be confident, not pushy
- Be organized

HOW TO LOSE THE DEAL

Always be upfront about every aspect of the solution you are providing. If he feels that you aren't being honest with him, he will walk away and it is unlikely he will meet with you again.





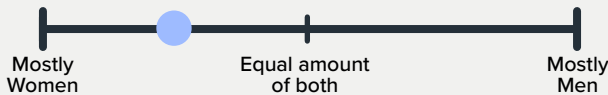
WHAT YOU NEED TO KNOW ABOUT ASPIRING AMY

Introducing Amy, a young professional looking to make a splash. She doesn't have everything figured out but sees people everyday that she aspires to be like. Amy's consumer habits follow what her role models have and purchase.

AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- Google Search
- Google Ad
- Facebook
- Twitter
- LinkedIn
- Instagram
- Review Sites
- Yelp
- Friend
- Colleague
- Phonebook
- Billboard
- Physical Location
- Other Social Network

QUICK FACTS

- UPFRONT
- LIKES CHANGE
- THOROUGH
- FIRST OR SECOND JOB
- LATEST AND GREATEST
- DETAIL ORIENTED
- ENTHUSIASTIC
- VERY ACCESSIBLE

QUESTIONS SHE MAY ASK

- Does this brand feel current?
- Do any of my friends already have one?
- How much is it?

ESSENTIAL TIPS

- Connect through social media
- Be just as enthusiast about the latest trends as she is
- Talk about her role models' perception of your brand

HOW TO LOSE THE DEAL

Be honest and if you have a high price point, she isn't rolling in the dough, so you better have quality that she trusts. She thinks she's smarter than she is, so don't talk down to her.

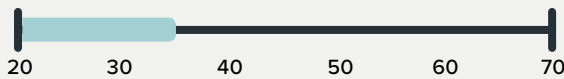




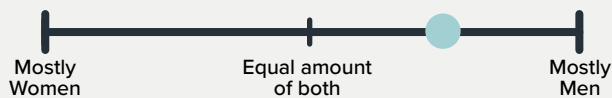
WHAT YOU NEED TO KNOW ABOUT TECHNOLOGY TED

Meet Ted, he lacks life experience, but he brings enthusiasm and lots of new ideas to the table. He views technology as the best way to bring those ideas to life. Ted keeps his finger on the pulse of current trends through social media and is not afraid to take risks adopting new technology.

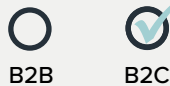
AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|--|
| <input checked="" type="checkbox"/> Google Search | <input type="checkbox"/> Yelp |
| <input type="checkbox"/> Google Ad | <input type="checkbox"/> Friend |
| <input checked="" type="checkbox"/> Facebook | <input type="checkbox"/> Colleague |
| <input checked="" type="checkbox"/> Twitter | <input type="checkbox"/> Phonebook |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Billboard |
| <input checked="" type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Physical Location |
| <input type="checkbox"/> Review Sites | <input checked="" type="checkbox"/> Other Social Network |

QUICK FACTS

RELAXED

THINKS BIG

ADAPTABLE

LIKES TO TAKE RISKS

LATEST AND GREATEST

INDEPENDENT

COMMUNICATIVE

VERY TECH LITERATE

QUESTIONS HE MAY ASK

- Does this work with the other things that I already own?
- How is this better than what I'm using now?
- Is anyone else doing this?

ESSENTIAL TIPS

- Talk tech!
- Connect on social media and provide quick bites of content
- Show him how it will improve on what he already uses

HOW TO LOSE THE DEAL

You'll need to show Ted that you are on the cutting edge and will keep him ahead of his peers. If he thinks that you are behind the times, he'll find someone who can meet his needs.

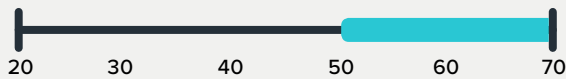




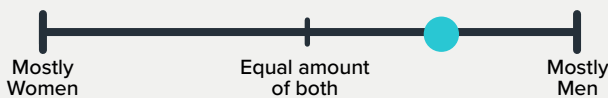
WHAT YOU NEED TO KNOW ABOUT CHIEF CHESTER

Introducing Chester, a seasoned marketer who means business. He comes to the table with a large knowledge base and has been in the business long enough to know what he wants when he sees it. Chester generally has a large budget at his disposal and has one sole focus: bottom-line revenue.

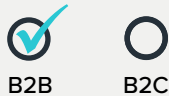
AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|---|
| <input checked="" type="checkbox"/> Google Search | <input type="checkbox"/> Yelp |
| <input type="checkbox"/> Google Ad | <input checked="" type="checkbox"/> Friend |
| <input type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Colleague |
| <input checked="" type="checkbox"/> Twitter | <input type="checkbox"/> Phonebook |
| <input checked="" type="checkbox"/> LinkedIn | <input type="checkbox"/> Billboard |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Physical Location |
| <input type="checkbox"/> Review Sites | <input type="checkbox"/> Other Social Network |

QUICK FACTS

STUBBORN

CONVENTIONAL

DECISIVE

BACKGROUND IN SALES AND MARKETING

CAREER FOCUSED

TRUST ISSUES

TENURED EXEC

KNOW-IT-ALL

POWER MONGER

QUESTIONS HE MAY ASK

- How much is this going to cost me? Can we get a better number than that?
- Why should I choose you over someone else?

ESSENTIAL TIPS

- Be confident
- Emphasize your familiarity with conventional wisdom
- Meet in person
- Tell him he's right

HOW TO LOSE THE DEAL

Any attempt to go around Chester to reach higher-ups will be a deal-killer. If he feels cut out of the process, he responds negatively.

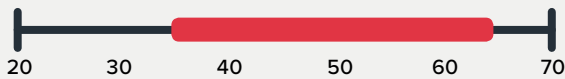


WHAT YOU NEED TO KNOW ABOUT DETERMINED DREW

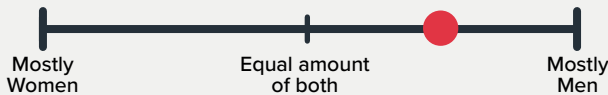


Introducing Drew, an ambitious individual who prides himself on his own resourcefulness and abilities. He views crowd-sourced review sites as a good starting point. Analytical by nature, he loves digging into the details and having as much information as possible before making any decisions.

AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|---|
| <input checked="" type="checkbox"/> Google Search | <input checked="" type="checkbox"/> Yelp |
| <input checked="" type="checkbox"/> Google Ad | <input checked="" type="checkbox"/> Friend |
| <input type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Colleague |
| <input checked="" type="checkbox"/> Twitter | <input type="checkbox"/> Phonebook |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Billboard |
| <input type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Physical Location |
| <input checked="" type="checkbox"/> Review Sites | <input type="checkbox"/> Other Social Network |

QUICK FACTS

- DECISIVE
- ANALYTICAL
- AMBITIOUS
- WANTS ALL THE FACTS
- LIKES EFFICIENCY
- DETAIL ORIENTED
- EGOTISTICAL
- VERY TECH LITERATE

QUESTIONS HE MAY ASK

- How do you responded to some of the criticism I read about online?
- Do you offer demos or free trials?

ESSENTIAL TIPS

- Don't skimp on the details
- Be direct
- Make him feel important

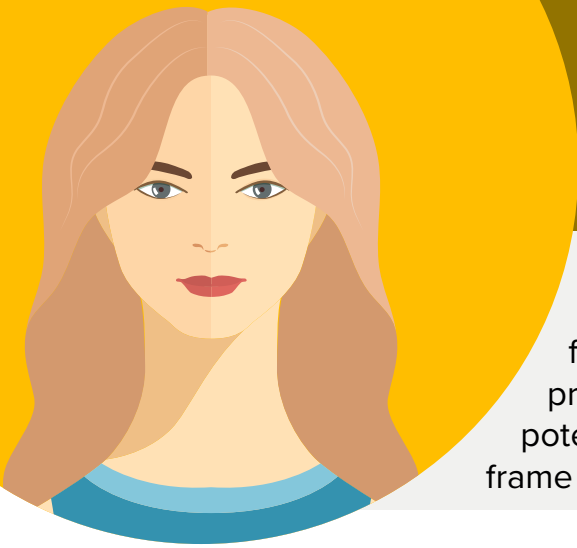
HOW TO LOSE THE DEAL

Drew wants everyone to see what a great decision maker he is. Don't make him feel inferior. He will back away if he thinks that he is being led down a path of your choosing instead of his own.



WHAT YOU NEED TO KNOW ABOUT STRATEGIC STACY

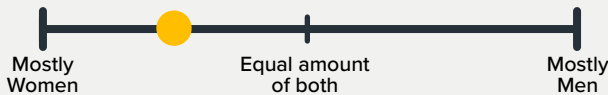
Meet Stacy, a seasoned professional who has fully established herself in her career. She has the trust of her friends and colleagues, who will likely follow her lead. Stacy is proactive and often takes the initiative to thoroughly research potential new products and services. She takes this professional frame of mind into the consumer goods she purchases as well.



AGE



GENDER



BUSINESS TYPE



REFERENCES & INFLUENCES

- | | |
|---|---|
| <input checked="" type="checkbox"/> Google Search | <input checked="" type="checkbox"/> Yelp |
| <input checked="" type="checkbox"/> Google Ad | <input checked="" type="checkbox"/> Friend |
| <input checked="" type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Colleague |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Phonebook |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Billboard |
| <input checked="" type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Physical Location |
| <input checked="" type="checkbox"/> Review Sites | <input type="checkbox"/> Other Social Network |

QUICK FACTS

ENERGETIC

RESOURCEFUL

INDEPENDENT

FORWARD THINKING

VERY METHODOICAL

DETAIL ORIENTED

COMMUNICATIVE

NOT VERY NEEDY

QUESTIONS SHE MAY ASK

- Can you go into a little more detail on how it works?
- How can I get in contact with you if I have any problems?
- How much of your business comes from referrals?

ESSENTIAL TIPS

- Go over the fine details and provide her with real world data
- Be personable
- Relate to her interests and try to get her out of work-mode

HOW TO LOSE THE DEAL

Be open and available to her. She likes to do her own research, but it is important that she views you as a valuable resource. If she has trouble getting a response from you, she will move on.



Brand Personality Worksheet

Select four brand words that describe how you would like to be perceived.

Your Power Brand Word _____

Support Brand Words _____

Brand Words Table

Accessible	Compassionate	Encouraging	Imaginative	Poetic	Spiritual
Accommodating	Compatible	Energetic	Immaculate	Polished	Splendid
Accomplished	Competent	Engaging	Impartial	Positive	Spontaneous
Active	Complex	Enlightened	Important	Powerful	Stable
Adaptable	Concise	Enterprising	Impressive	Practical	Steady
Admirable	Confident	Entertaining	Independent	Precious	Strong
Adorable	Considerate	Enthusiastic	Influential	Proactive	Studios
Affectionate	Consistent	Established	Ingenious	Productive	Stylish
Agreeable	Constant	Ethical	Innovative	Professional	Suave
Alive	Content	Exact	Inspired	Profound	Subtle
Alluring	Convincing	Excellent	Intelligent	Progressive	Successful
Ambitious	Cordial	Extraordinary	Intuitive	Prolific	Sunny
Amorous	Courageous	Fabulous	Inventive	Prompt	Superb
Appreciative	Courteous	Faithful	Jolly	Proper	Sweet
Approachable	Creative	Fantastic	Joyful	Prudent	Sympathetic
Appropriate	Credible	Fascinating	Jubilant	Purposeful	Systematic
Artistic	Cute	Fashionable	Knowledgeable	Radiant	Tender
Assured	Daring	Flexible	Liberal	Real	Terrific
Astute	Decent	Focused	Light	Reasonable	Thankful
Athletic	Decisive	Forgiving	Likable	Refined	Thorough
Attentive	Dedicated	Fresh	Lively	Reflective	Thoughtful
Attractive	Deep	Free	Logical	Relaxed	Tolerant
Authentic	Defined	Fun	Lovely	Reliable	Tough
Authoritative	Delectable	Funny	Loyal	Remarkable	Tranquil
Balanced	Deliberate	Generous	Lucid	Respectful	Truthful
Beautiful	Delightful	Gentle	Lucky	Responsive	Understanding
Believable	Democratic	Genuine	Luminous	Reverent	Unique
Big-hearted	Dependable	Good	Magnetic	Rich	Upright
Blessed	Desirable	Good	Mature	Righteous	Valiant
Blissful	Determined	Looking	Mild	Robust	Versatile
Bold	Devoted	Good-hearted	Miraculous	Romantic	Vigorous
Brainy	Dignified	Good-natured	Moderate	Satisfied	Virtuous
Brave	Diligent	Gorgeous	Modest	Scholarly	Visionary
Bright	Diplomatic	Gracious	Moral	Sensible	Vivacious
Brilliant	Direct	Grateful	Natural	Sensual	Warm
Calm	Discerning	Great	Nice	Sentimental	Well-rounded
Captivating	Discrete	Gregarious	Noble	Serene	Whimsical
Caring	Distinctive	Grounded	Nourishing	Sexy	Wise
Casual	Dramatic	Handy	Open-minded	Sharp	Witty
Cerebral	Easy-going	Happy	Original	Sincere	Wonderful
Charming	Economical	Harmonious	Passionate	Simple	Worldly
Cheerful	Ecstatic	Healthy	Peaceful	Sociable	Zealous
Chic	Efficient	Helpful	Personable	Solid	
Clearheaded	Elated	Hilarious	Persuasive	Sophisticated	
Colorful	Elegant	Hopeful	Philosophical	Soulful	
Comedic	Eloquent	Hospitable	Playful	Sparkling	
Comfortable	Enchanted	Humorous	Pleasant	Spirited	

