



## Focus Your Marketing Campaign

1. [My Business Name] provides:

\_\_\_\_\_ for  
\_\_\_\_\_.

2. We/I help people:

\_\_\_\_\_  
\_\_\_\_\_.

3. The specific market segment(s) we/I want to claim is/are:

\_\_\_\_\_  
\_\_\_\_\_.

4. We/I know our/my target market's main concern(s) are:

\_\_\_\_\_  
\_\_\_\_\_.

5. (For consumers) My targets live in \_\_\_\_\_ and earn

\_\_\_\_\_.

6. Our/My primary competitors are:

\_\_\_\_\_  
\_\_\_\_\_.

7. The best thing(s) our/my competitors do in their marketing:

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8. The worst thing(s) our/my competitors do in their marketing:

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9. What qualifies us/me to solve problems in our/my field is that we/I or our/my product/service:

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10. What differentiates us/me is: *(be specific—you can't say, "We're professional" or "We provide great service" or "We're talented" or anything like that!)*

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11. The reason our/my current customers come back to us/me is: (Avoid platitudes such as "We offer value," "We meet their needs" or "We've offered them quality products for XX years." What else do clients get from you? Which of their most urgent goals do you satisfy?)

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12. In order to lower new customers' fear of risk, we/I will offer:

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To receive the rest of the marketing focus exercise, e-mail The Eloquent Arrow at [jdavis@eloquentarrow.com](mailto:jdavis@eloquentarrow.com) with a description of your business.