

## **A Simple Marketing Worksheet**

- Who's it for?
- What's it for?
- What is the worldview of the audience you're seeking to reach?
- What are they afraid of?
- What story will you tell? Is it true?
- What change are you seeking to make?
- How will it change their status?
- How will you reach the early adopters and neophiliacs?
- Why will they tell their friends?
- What will they tell their friends?
- Where's the network effect that will propel this forward?
- What asset are you building?
- Are you proud of it?