

STEP ONE: Create your ideal Customer profile

STEP TWO: Identify 3 Market Channels

1.

2.

3.

STEP THREE: Within each Market Channel identify 3 activities

Market Channel 1

1.

2.

3.

Market Channel 2

1.

2.

3.

Market Channel 3

1.

2.

3.

STEP FOUR: Create the strategy for each activity

Market Channel 1

Activity 1 Strategy

Activity 2 Strategy

Activity 3 Strategy

Market Channel 2

Activity 1 Strategy

Activity 2 Strategy

Activity 3 Strategy

Market Channel 3

Activity 1 Strategy

Activity 2 Strategy

Activity 3 Strategy

STEP FIVE: Create Proper Messaging for each Market Channel

Market Channel 1 Message

Market Channel 2 Message

Market Channel 3 Message
