

# Marketing

## BEGINNING OF MONTH SELF ASSESSMENT

If you had to identify your greatest fear around marketing, what would it be?

What platforms do you currently use to market your business?  
Try to include ALL of them, so you'll have a complete list to reference.

Do you have any marketing platforms that you hate?

What marketing platforms do you like? I won't say "love" here because if you don't enjoy marketing, that's too strong a word. So how about, what platforms can you tolerate?

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What kind of marketing messages resonate with you? What people or companies have marketing that catches your eye and why? What can you emulate about their approach?

Are you willing to work on your outreach process so that it feels fun and pleasant for you and your prospect?

Yes

No

Do you understand how to translate your problems solved into pull marketing questions?

Yes

No

On a scale of 1-10, chart how confident do you feel about marketing/outreach right now?

