

PersonalBrandMarketing.com | VikramRajan.com

9. What are your **Controls and measurements?**

Dollar Budget | Time Budget | Champion | Goal | Risks | Results

10. How do you achieve and sustain **Consistency emergent value?**

Collateral *Consistency*: C.I.T.E.
 Channel *Consistency*:
 Cross-reference *Consistency*:

11. Are your messages Creatively flowing with **Currency?**

BuzzStreams:

- #1: _____
- #2: _____
- #3: _____
- #4: _____
- #5: _____
- #6: _____

12. To whom can you GIVE referrals? From whom can you GET?

FRIENDS? **Complementors**? Distributors?

13. Map and Monitor your action **Calendars?**

Seasons? Monthly? Weekly? Daily?

14. Map and Monitor your **Closing Ratio of your Sales Funnel?**

- ~ Prospects (newbies):
- ~ Proposals (offers):
- ~ Promising (follow-ups):
- ~ Paying (signed):

15. How many new entries are in your **Idea Journal?**

From customers? Not-for-now prospects? FRIENDS?
 From magazines, seminars, books, and audio/videos?
 From Currency research?

1. What do we mean by...

Sales:
Marketing:
 Branding:
 Positioning?

2. What's your Vision & Goals **affirmation?**

_____ by _____
Revenue? Break-even? Profits? Employees? ROI?

3. What's your **Distinctive Value Proposition?**

FIRM Product & SOFT Service features:
 PRICE options:
 Economic & Emotional benefits:
Personal Brand (C+C+C) expertise:

4. Who's your ideal **Customer? Who's NOT in your ideal **Community**?**

Demographics? Psychographics? Habits?

5. Testimonials, references, and Anecdote **Catchphrases?**

Adversity/Aspiration:
 Action/Advice:
 Achievement/Advantage:

6. How do you **Compare with the competition? **Substitution**?**

FIRM, SOFT, PRICE, Brand recognition, *distinctive* Anecdotes

7. How many marketing **Collaterals do you flow? SOHO D-I-Y Engine?**

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