

CHECKLIST

MARKETING READINESS

This simple marketing readiness checklist will help you identify whether you have the basic elements and information in place for a marketing campaign or project.

MESSAGING	YES	NO	PRIORITY
I have a clear and persuasive messaging platform including vision, mission, values and positioning.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I have my key product/service benefits in writing and have checked them against others being used in my industry.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I have messaging that makes clear how we are different from other options in my industry.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I have sworn off of buzzwords, jargon and clichés.			<i>Always high priority</i>

AUDIENCES	YES	NO	PRIORITY
I know my ideal client in each market including demographic, psychographic and geographic information.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I have developed client personas and I understand their media habits, world views and pain points.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I have a database, CRM or other reliable methods to record details of prospects and clients.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I have/will understand my audiences through research, surveys and conversations.			<i>Always high priority</i>

COMPETITION	YES	NO	PRIORITY
I have identified who my top five competitors are and know where and how they market themselves.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I know the strengths and weaknesses of my top five competitors and how I stack up against them.			<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
I swear to not imitate my competition because I know that it will make me a “me-too” marketer.			<i>Always high priority</i>