

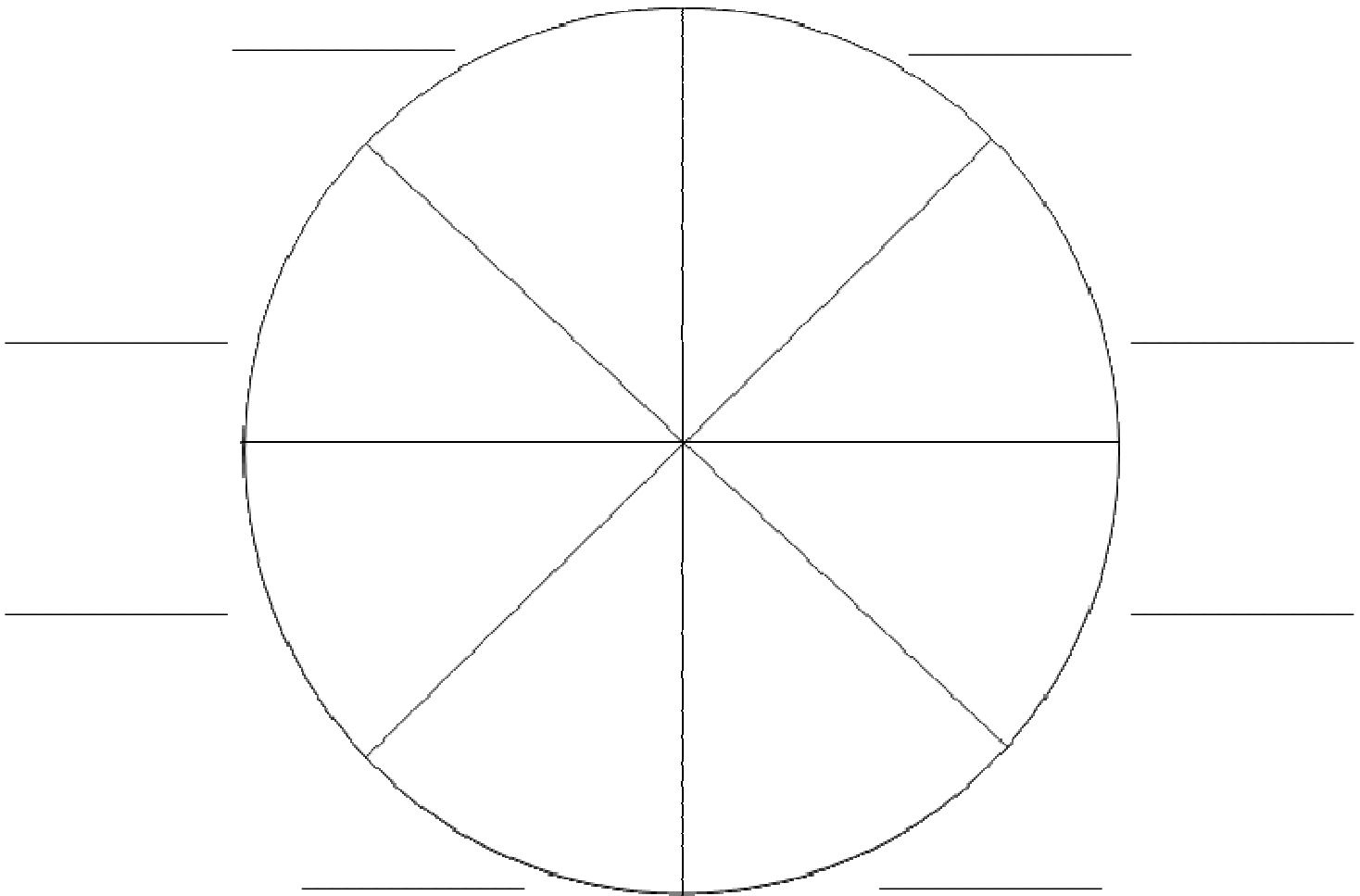


Your Marketing Wheel:

Step 1:

Label your top 8 areas of marketing. (An example can be found at the end of this exercise.)

(company name)



Step 2:

Rank yourself (0 to 10) in each area. 0 is at the center of the wheel and 10 is the outer edge. (Note: 10 = as good as it could possibly get.)



Step 3:

Pick one area of your wheel to focus on for the next 7 days. _____

About this area, ask yourself, “What would my 10 out of 10 look like?” This is your definition of true success in this area of marketing. Be as detailed as possible.

What does your 10 out of 10 look like?

Step 4:

What is one thing you can do to move your current ranking up just one number?

Although you are ultimately aiming at the 10 out of 10, back up and deal with where you currently are.

If you are at a 6, what will get you to a 7? If you are at a 4, what will get you to a 5?

What is your current ranking in this area of your wheel? _____

What is one step you can take in the next 7 days that will move you ahead by one number in this area?



Step 5:

When will you review your progress on this step? _____
(Be sure to put this date in your calendar now.)

Who will hold you accountable? _____
Be sure to find an accountability partner, group or coach to ensure your follow-through.

Step 6:

In 7 days, return to your wheel and take on a different area. Go through this process again using that area of focus and continue seeing progress in your marketing!

Example:

