

# FIVE STEP CHECKLIST

## MINIMAL VIABLE MARKETING

Here you have a high level overview of the five step checklist for a startup or small business to identify if their current marketing strategy can take them from **start up to scale up**.

### THE AUDIENCE

WHO IS YOUR IDEAL CUSTOMER?  
WHAT ARE THEIR PAIN POINTS?

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DURING EACH PART OF THE  
CUSTOMER JOURNEY

STEP  
**01**



### UNIQUE VALUE PROPOSITION (UVP)

IS SALES, CUSTOMER SERVICE,  
LEADERSHIP, R&D ALL ALIGNED  
ON YOUR UVP?

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DO YOU KNOW WHAT YOU DO,  
WHO YOU DO IT FOR? AND WHY  
IT MATTERS?

### PERSONA & PAIN POINT FIT

ENGAGE MULTIPLE MEMBERS  
ACROSS FUNCTIONS

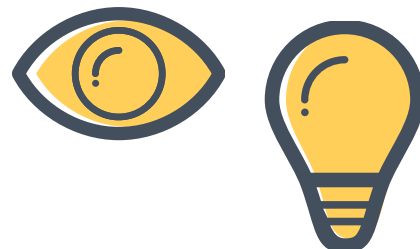
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HAVE THEM MAP IT OUT HOW  
THEY VISUALIZE IT

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AUDIT YOUR CURRENT  
MARKETING MATERIAL . UPDATE

STEP  
**02**



STEP  
**03**



REACH FOR A HIGHER VALUE

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WRITE FEATURES OF YOUR PRODUCT  
WRITE THE BENEFITS OF THESE FEATURES  
WRITE THE VALUES THAT MATCH THEM

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HOW DOES THIS MAKE THEM FEEL?  
EG. I FEEL SAFE, I AM MAKING MEMORIES

WHY DID YOU LOOSE THE LAST 3 DEALS?  
WHY DID YOU WIN THE LAST 3 DEALS?

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WHAT ASPECTS OF THOSE WINS AND  
LOSSES WERE WITHIN YOUR CONTROL?

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TAKE THE PAIN POINT FIT AND THE  
LEARNINGS FROM THIS TO CRAFT YOUR  
UVP

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TEST,ITERATE, IMPROVE

### SEVEN WHY METHOD

FOCUS ON THE  
CONTROLLABLES

### MESSAGING

FEATURE-BENEFIT-VALUE  
LADDERING EXECISE

STEP  
**04**

### FOCUSED MARKETING CHANNELS

SCATTER GUN TO BULLS  
EYE CHANNEL IMPACT

STEP  
**05**

TRACK &  
MEASURE

SHIFT FROM VANITY  
METRICS TO IMPACT  
METRICS

