

Shifting Strategy to Survive the Shutdown **An Interactive Virtual Workshop – Prep Work**

Here are some questions about your Marketing Plan. Answer as if it were *Before* the COVID-19 Shutdown.

1. What are your primary product and services offered?
2. What is your target market or ideal client/customer for those products and services?
3. Where is your target market located?
4. What is your "brand message," or what does your brand represent? How do you establish trust and credibility?
5. What is the value proposition or offer you make to your target market?
6. What channels do you use to communicate that offer?
7. How do you differentiate from your competition (direct, indirect, and status quo)?
8. How do you follow up with potential leads that are generated?
9. What is the process for converting a lead into a paying customer/client?
10. How do you generate repeat business or referrals from those customers/clients?