

WHAT'S YOUR MARKETING SKILLSET?

The best way to come up with a successful marketing strategy is to Know Thyself. Use this sheet to examine your strengths and preferences to help create your ideal marketing plan.

WHAT ARE YOUR ASSETS?		THAT'S ME!	MAYBE	NO THANKS
Writing content	I love to write. Bios, about me, product and service definitions, compelling content, calls to action—I enjoy expressing myself in words.			
Technology Proficient	I can handle technology with ease. Whether it's phones, browsers, apps, CRMs, it doesn't matter. I can do it.			
Designing	I love working with images, texts, colors and graphics. I have working knowledge of how to put elements together and what computer programs or apps to use to do it.			
Networking	I'm better face to face, very comfortable with talking to people, and have no qualms about talking about my business to anyone I meet or know.			
Social Media	I already have active social accounts, I easily post and interact online. I love getting and responding to comments, I know what a hashtag is and I post daily.			
Customer Emails	I have a bank of client or customer emails I can use for weekly or monthly updates. I feel comfortable communicating with people this way.			
Authority	I am an authority in my field, recognized by my peers or active in my industry. I am an experienced practitioner or professional and have a bank of clients to prove it.			
Physical Location	I have a physical storefront, office or building for my business that I can use for branding, events or showcasing products.			

SUMMARIZE

Things I can do myself:	Things I should hire out or buy: