



Marketing Basics Worksheet

Section I: My Organization's Brand

1. What are my organization's _____?
2. What's its unique _____?
3. What is its _____?
4. What makes it _____ than any other organization?
5. Complete the following for your organization's brand description (no clichés!):

_____ (*name*) is a _____ (*primary adjective*) organization,
committed to _____ (*primary value*) before anything else, and always striving to
achieve _____ (*primary objective*) for _____ (*primary
stakeholders*)

6. A succinct and interesting phrase to say this is...

Section II: Marketing Strategy

1. Who is most likely to _____ my cause and support it?
2. Where are they geographically? _____? Community?
3. What kind of _____ would be most welcome and used?
4. Who is already in my _____ that I could talk to about this? What's the best strategy to get their feedback?

Section III: My Elevator Pitch (Review your brand before starting)

1. What do we do as an organization that makes us _____ to the community?
2. What _____ do we solve?
3. What enhancements do we _____?
4. What _____ do we make?
5. What is the primary _____ we do this?
6. What are some different _____ and phrases I can use to get this across?
7. How do we do this? What are the 2-3 _____ that fulfill our mission as an organization?
8. Why do I believe in our work? What _____ me most about it?

Customized Elevator Pitch: Complete

(note: the first line below may be your mission statement or your brand description from Section I)

_____ [my organization] _____ [does this for San Diego] by
_____ [fulfilling this primary purpose/using this brand].

We do this by:

- [first primary function/activity]
- [second primary function/activity]
- [third primary function/activity]

Here's just one example of one of my favorite programs:

I'm so excited to be involved because:

I think our work would be of great interest to you as well, and I'd love to [follow up with more information, invite you to our event, come on a tour, schedule a coffee, etc.]

Section IV: The Big Kahuna

1. What _____ me most when it comes to marketing my organization is...
2. The three most important marketing _____ I need to execute are...
3. The most important thing I will do this coming _____ to get started is...

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