

## 9 Must Ask Marketing Strategy Questions Savvy Small Business Owners Ask to End the Random Acts of Marketing

Have you ever done random acts of marketing? You know, those marketing activities you do that are not rooted in clear strategy and not tied to any of your business goals.

I get it. As a small business owner, you're doing a million things for your business. You're wearing multiple hats and rolling up your sleeves to get things done. It's no wonder we small business owners are tempted to go after the marketing idea of the week.

Unfortunately random activities produce random at best and negative results at worst.

With an aligned marketing strategy that focuses on your ideal client and clearly differentiates your business.

The 9 Must Ask Marketing Strategy Questions will help you get started. Block of an hour or two to contemplate and write down the answers to these questions so you can turn those random results into predictable ones.

### **To Define Your Ideal Clients, look at your own clients and ask:**

1. Who are your most profitable clients?
2. From those clients, who are the most enjoyable for you to work with?
3. Which of this group refers you?
4. Of this narrowly defined group, what common characteristics do they share?
5. What about their characteristics make them ideal for you?

### **To Differentiate Your Business, interview your best clients and ask:**

6. Why did you hire my company?
7. What's one thing we do better than other companies like us?
8. What's one thing we could do better?
9. When you refer us, what do you say to others?

## Gayle Nowak Founder & CEO, The Story Stylist



Gayle Nowak is the founder and CEO of The Story Stylist, a marketing consulting company helping innovative and purposeful business leaders solve big problems and inspire positive change through storytelling and marketing. She specializes in helping small business owners, consultants and CEOs package and promote their expertise into a cohesive story and strategy. As a result, Gayle's clients become powerful spokespersons for their brand, increase revenue and impact more people.

A former journalist and award-winning PR executive, Gayle has profiled everyday people, Olympians and business leaders; she has placed clients on *The Oprah Show*, in *The New York Times* and other national, regional, industry and local media. She has been featured in *Boston Voyager Magazine* and quoted in the *Boston Herald*, *Tech Cocktail* and *ReputationManagement.com*, as well as appeared on numerous podcasts. Today, Gayle helps her clients unlock the story burning inside and supercharge it with a focused and aligned marketing strategy and system so they can increase their impact, revenue and growth – professionally *and* personally. Gayle lives in Beverly, Massachusetts with her husband, two young daughters and their cat. In her free time, she likes to run up and or ski down mountains, crawl in mud under barbed-wire and eat LOTS of dark chocolate.

**Ready to elevate your brand, generate leads consistently & develop a sustainable, freedom-driven small business?**

Apply for your 60-minute complimentary consultation and learn how you can package your expertise into a cohesive brand story and strategic marketing system.

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