



BE THE GO-TO

How to Own Your Competitive Market, Charge More,
And **HAVE CUSTOMERS LOVE YOU FOR IT**

Theresa M. Lina



LEAD A MOVEMENT

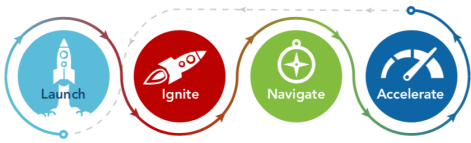
Planning Worksheet

Profile your bullseye target market as a whole and by segment in more detail (characteristics, buyer values, culture, etc.)

Who will your luminary be? _____

What must you do to get the internal organization on board?

Apollo Method for Market Dominance



Who are your bullseye market's top ten powerbrokers and other influencers you must convert to your point of view ("large tree trunks with vast root systems")? Prioritize them.

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|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

What top ten outlets reach the Innovators and Early Adopters in your bullseye market: Media/podcasts/blogs? Events? Trade organizations? Other vehicles? Prioritize them.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

LINA

IGNITE PLANNING WORKSHEET *(cont'd)*

What evidence will demonstrate that you are the best at what you do? What makes you truly different from the competition and substitutes?

What handful of tangibles (e.g., content) do you need in order to ignite the market?

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What are the top eight things you must do to ignite this market around your point of view (of the items above, plus partnerships, key wins, etc.)? Which three are highest priority?

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What Innovator (and possibly Early Adopter) buyers will you convert to your point of view? Which could become your partner in refining the offering?

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