



# BE THE GO-TO

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

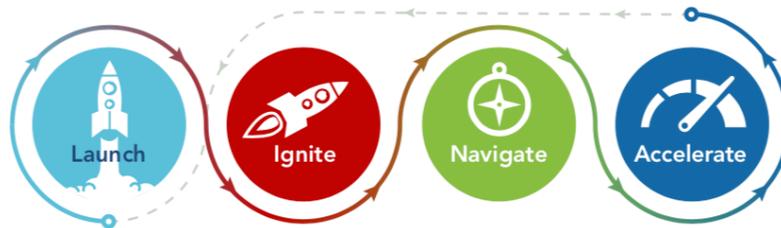
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## Chapter 9

### Take the 30-Day Challenge

Even your workplan might seem overwhelming, so start with an easy 30-Day Challenge just to start getting even incremental improvements in your messaging, positioning, value proposition and execution. Again, base this on what you know now, realizing that you will likely need to iterate and improve with time.

#### Apollo Method for Market Dominance



#### LAUNCH - WEEK 1

Day 1	Identify Your Core Target Market Segment: Using the approach in Chapter 5, narrow down to your highest-potential segment; within that, identify/profile a set of targets that fit the Innovator profile. Do the best you can with what you know or can easily discover right now.
Day 1	Choose the common, critical and urgent problem you want to "own" (at least for now) and develop your point of view (WHY there is a problem and WHAT needs to be done about it)
Days 2-3	(Re)frame your offering as a results-oriented solution (to the extent possible); develop your offering blueprint.
Day 3	Craft your Why/What/How Message Framework and positioning statement (best version of where you are or know you want to be, as of today).
Days 4-5	Send your draft manifesto to at least six friendly outside experts/customers to get their feedback.
Day 6-7	Revise your manifesto based on the feedback and finalize it.
Day 7	Put your stake in the ground by posting your manifesto to your website or blog and letting your network know about it via social media and email.

LINA

## IGNITE - WEEK 2

Day 8	Create an executive summary version of your manifesto in the form of a brief presentation; schedule a 30-min. meeting or call with each of at least three friendly powerbrokers who will make themselves available this week on short notice.
Day 9	Practice delivering your message (as if you were in a meeting or being interviewed by a journalist) and giving your presentation. If possible, engage a friendly coach to assist, record yourself, etc., if possible.
Days 10-13	Conduct individual meetings or calls with at least three friendly powerbrokers to run your point of view and solution concept by them for feedback; if appropriate, convert them to your point of view. Tweak the presentation as needed after each meeting based on feedback you receive.
Day 13	Select one "tree trunk" you will use as a starting point for igniting the market and identify one tactic you will pursue with that tree trunk (e.g., a bylined article in a key trade publication, a meeting, a podcast interview, etc.)
Day 14	Execute your outreach tactic with that "tree trunk" - pitch to get the article placement, podcast interview, meeting, etc. and set a date.

## NAVIGATE - WEEK 3 (+3 days)

Day 15	Profile your core target Innovator buyers (lowest-hanging fruit you can identify) and define one sales and marketing tactic that will reach and convert some of them most quickly
Days 16-20	Define the quickest, easiest way for you to pull together your solution and create a minimum viable product or at least a prototype
Day 21	Execute your sales tactic with your highest-potential targets.
Days 22-23	Execute your marketing tactic with your highest-potential targets.
Day 24	Define the operating infrastructure you'll need in order to deliver your solution as efficiently as possible while providing superior value and results.

## ACCELERATE - WEEK 4

Days 25-26	Do some research and thoughtfully analyze where your market is going and how broader trends will impact it (technology, economy, regulation, etc.). What changes lie on the horizon that will impact your customers, offering and company? What do you need to be ready for?
Day 27	Analyze your activities of the previous three weeks. What has gone well? What hasn't gone well? What do you need to change or tweak? What may be missing?
Day 28	If you already have some kind of community, what can you do to turn them into a community of believers and energize them?
Day 29	Revisit all of the deliverables you developed during the previous three weeks and modify them based on your analysis above.
Day 30	Develop a plan for moving forward. If you haven't yet done so, develop your One-Page Flight Plan and a workplan for executing it.