



BE THE GO-TO

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

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REFRESH THE VISION AND PICK UP SPEED

Planning Worksheet

What course corrections do you need right now? What isn't going well and needs to be fixed?

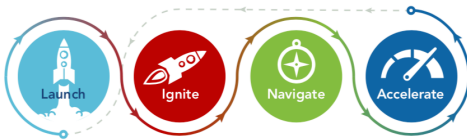
How might you cross-sell and upsell within existing accounts?

What will you do to lead and expand your "community of believers"?

Are you and the market ready for broader penetration into more pragmatic Early Majority clients, now that you have traction and success stories? What will it take and who will you target?

How will you constantly monitor the market and quickly adjust the strategy as needed? How will you ensure you can stay ahead of the curve?

Apollo Method for Market Dominance



LINA

ACCELERATE PLANNING WORKSHEET *(cont'd)*

What is happening with the competition?

How are market trends already impacting your market, point of view, strategy, and solution?

Is the point of view still valid? Does it need refinement? How will you test the revisions?

Do you need to reissue the point of view and/or adapt the solution?

Are you ready to broaden to the next rings of your Target Market Dartboard or other adjacent markets? Do you need to revise your targeting strategy? What will you target next?

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