



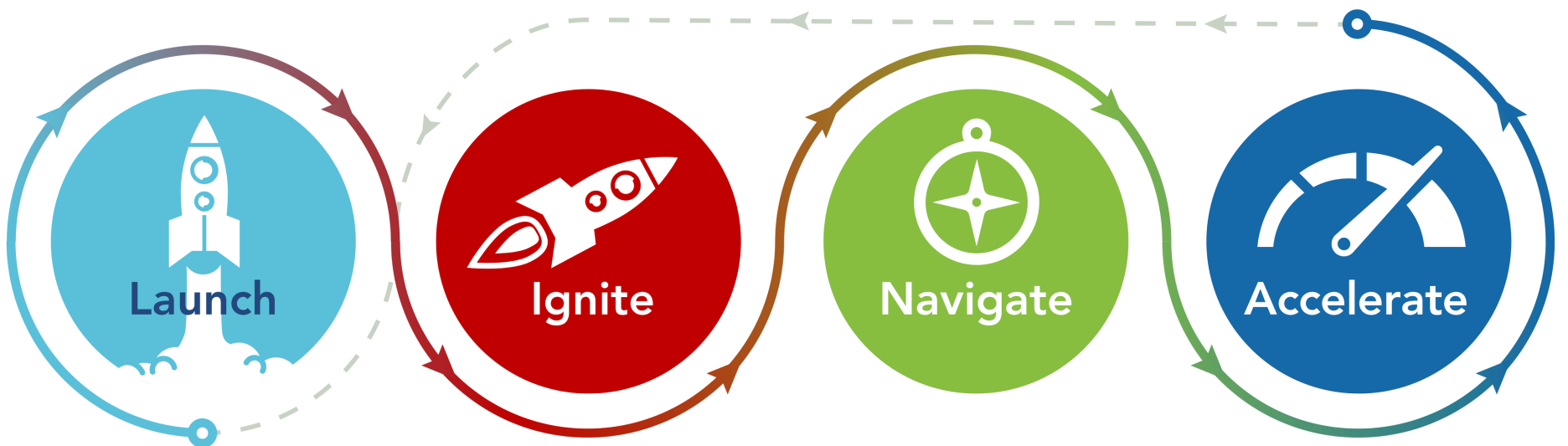
# BE THE GO-TO

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

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This worksheet should scale up for oversized printing on a wide-format plotter or printer. Contact us at [inquiry@apollomethod.com](mailto:inquiry@apollomethod.com) if there are issues. We recommend a minimum width of 24", though the worksheet may still be legible at a smaller size.

## Apollo Method for Market Dominance One-Page Flight Plan Worksheet



What is the profile of your overall target market?

Fill in your Target Market Dartboard.



What is your market vision and the common, critical, urgent problem you'll own?

What is your point of view about this problem?

What is your unique solution to this problem? What evidence will prove it works?

What must you do to validate your solution in the market?

What is your unique positioning statement?  
"For \_\_\_\_\_, we are the Go-To for \_\_\_\_\_ in order to achieve \_\_\_\_\_ (benefit). Unlike \_\_\_\_\_, we use \_\_\_\_\_ (quantifiable outcomes)."

What is your business vision?

What is your message platform? (three sentences)

1. **Why** they have a problem

2. **What** they must do about it

3. **How** you've solved the problem

Define your brand style

Sketch the anchor diagram for your solution.

When and how will you put your stake in the ground to declare your intent to "own" this problem?

What baseline tangibles will you need in order to declare ownership? (e.g., Website, seminal article, etc.)

What minimal infrastructure will you need?

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?

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.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
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. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

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?

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?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

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

### CUSTOMERS AND SALES

What minimal sales enablement materials or SWAT team members will you need?

Who will your rainmaker(s) be?

What is the profile of your early target buyers? (characteristics, locations, buyer personas, buyer values, structure & culture, etc.)

Of the above, what are the top three types of ideal customer, situation, deal? (Define as buyer personas, if useful)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What three sales and marketing tactics will be most effective in getting them into the funnel?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What customer service approach will you need for your targets?

What sales and distribution channels do you have or must you build? (e.g., account teams, third-party relationships, etc.)

### SOLUTION

What must happen to build out the offering?

What pieces are you prepared to offer right away?

What is the process for delivering the solution to customers?

What key partners will you need?

What will make the delivery process most efficient?

### COMMUNITY

Through what vehicle will you establish an industry "community of believers"?

### OPERATIONS

How will you track and measure success?

What additional infrastructure/processes do you need?

What people do you need? How will you recruit, enculturate, and train them?

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?

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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