



Tools & Worksheets

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MARKET FOCUS WORKSHEET: What is your strategy?



EULOGY EXERCISE: What's REALLY Important?

What would **I miss most** about my product if it no longer existed?

What would **an end user miss most** about my product if it no longer existed?

What would **a buyer miss most** about my product if it no longer existed?

MESSAGING MATRIX: What should we say?

Persona	Main Theme	Headline	Elevator Pitch	Keywords

TACTICS WORKSHEET: How can we take action?

Persona	Main Theme	Tactics Brainstorm	Gaps/Issues



LEADERSHIP

MARKETPLACE
ENGAGEMENT

Is your **marketing process set up** for success?

Take our **5-minute diagnostic** and identify your organization's strengths and gaps:

→ estound.com/diagnostic



your **UMS**
DIAGNOSTIC
Report

Prepared for **John Doe** | President, TestCo

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- 0-40% Falling
 - 41-60% Immature
 - 61-80% Developing
 - 81-100% Mature
- Average Score: **68%**

HOW CAN I USE THIS REPORT TO MAKE POSITIVE CHANGES IN MY ORGANIZATION?

Use this report to assess your organization's marketing maturity, identify strengths and areas for improvement, and take the overall score as a benchmark. Use this score to guide your marketing strategy, track progress, and evaluate your marketing and sales success.

Download and review this report to help you gain recommendations that you can use to improve your marketing and sales success.

The goal of this report is to help you identify your organization's marketing maturity and provide you with a clear path to achieving your marketing goals.

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