



Your Marketing Hourglass— What's Your Strategy? What's Your Plan?





The Marketing Hourglass



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Social Biz Startup Kit

The key is to systematically develop touchpoints, processes and product/service offerings for each of the 7 phases of the hourglass. (John Jantsch, [The Easiest Way to Explain the Marketing Process](#))

Directions: Type your thoughts/answers into the boxes under the questions...or print this page and pencil in your ideas.

Know	<i>What will you do so that your ideal clients find you, your information/content, your message?</i>
Like	<i>What will you do so that people in your target market like your approach, so that your marketing materials and your content appeals to them?</i>
Trust	<i>What will you do to build credibility with your ideal client? What do they need to trust you and the value of your products and services?</i>
Try	<i>What's your free or trial offering? Where and when will you present your offer(s)?</i>
Buy	<i>What is your "starter" offering? What product or service will you develop that will help your ideal client get started with you?</i>
Repeat	<i>What are the "next steps" offers after your customer gets started with you? What core offering will you develop? What will you offer as "value-added" bonuses or package elements?</i>
Refer	<i>How will you encourage your customers to refer others to your business, to your products and services? Will you develop an affiliate program? Pair with strategic partners?</i>