GROWTH PLAYBOOK

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COMPANY:

DATE:

Marketing / Traction Organizer

3 Year Picture	1 Year Plan	Rocks
Future Date: **Revenue:** **Profit:** **Measurables:** **Goals:**	**Future Date:** **Revenue:** **Profit:** **Measurables:** **Goals for the Year:**	**Future Date:** **Revenue:** **Profit:** **Measurables:** **Rocks for the Quarter:**
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.

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CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

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BEFORE & AFTER GRID

BEFORE

HAVE:

FEEL:

AVERAGE DAY:

STATUS:

GOOD VS. EVIL:

CUSTOMER SEGMENTS

PRODUCTS/SERVICES

AFTER

HAVE:

FEEL:

AVERAGE DAY:

STATUS:

GOOD VS. EVIL:

STATEMENT OF VALUE

_____

[PRODUCT/SERVICE NAME]

helps _____

[AVATAR/SEGMENT]

_____

[DESCRIBE "AFTER" STATE]

_____

_____

_____

30 SECOND SALES PITCH

"You know how _____ it is when _____

                 [BEFORE STATE - EMOTION]   [BEFORE STATE – AVG DAY]

_____?

_____, and that's why we created

                 [EMPATHIZE]

_____

                         [PRODUCT/SERVICE NAME]

_____, you'll _____

     [ACTION THAT IMPLIES OWNERSHIP]   [DESCRIBE "AFTER" STATE]

_____

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THE NAPKIN PROJECT

1. LEAD MAGNET: _____   FREE

2. TRIPWIRE/SLO: _____ $ _____

3. CORE OFFER: _____ $ _____

4. PROFIT MAXIMIZER: _____ $ _____

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VALUE JOURNEY WORKSHEET

ASCEND

$

$

ADVOCATE

PROMOTE

EXCITE

CONVERT

$

AWARE

ENGAGE

SUBSCRIBE