

# Marketing Basics: Starting from SCRATCH - 13 Questions

- Who do I want to reach?
  - What problem do I help people solve? Or, what pleasure point can I add to my prospects' lives? That is to say: What ITCH can I SCRATCH?
  - What's the conversation going on in their heads?
  - What emotion do they feel now, and what emotion should they feel after I SCRATCH THEIR ITCH?
- 

- Keeping in mind their internal conversation & their emotions, what message do I want them to hear?
  - How should my prospects feel [what should they know] about my biz after I SCRATCH THEIR ITCH?
  - What **ONE** thing do I want them to tell others about my business?
- 

- How will I reach my prospects?
  - How will I stay in touch with customers after their first purchase?
  - What ITCH will I SCRATCH [what buttons will I push] to get them to buy again?
- 

- What else do these repeat customers want?
- How can my business reward their loyalty?
- What would it take to move them from **customer** to **unpaid sales representative**?

