

* buzz *

Buzz Media Worksheet



media

ASSESS, SET GOALS, CHOOSE CONTENT CALENDAR & WE'LL MAKE YOUR BIZ BUZZ

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What marketing are you currently doing?

Anything not working for you?

What is your business story?

What are you great at, maybe better than anyone else around?

Who do you want to reach?

What business aspect do you want to grow?

What message do you want told?

What do you want to accomplish with this marketing cycle?

What barriers do you see for reaching your audience?

What assets do you have (happy clients, peer referrals, etc.)?

What media do you want me to Buzz?

How often?

Next steps (assign admin, passwords, share photos, list of clients to contact for testimonials, edit needs, print media, newsletters, press releases etc.)

YOUR STORY + OUR MEDIA TOOLS = YOUR BUSINESS BUZZES.