



Rock-solid websites  
that attract more clients

**Mighty Little Web Shop**  
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## Marketing Worksheet

### ESTABLISH YOUR NICHE:

Exactly what services do you market on your website? (this isn't ALL of your services)

*We are the premier providers of ...*

### CONTENT MARKETING:

What questions do your prospects always ask, that you are uniquely qualified to answer?

What questions should they be asking? (These are your blog article topics)

- 1.
- 2.
- 3.

### TESTIMONIALS: *Ask these 3 questions*

What were things like before I worked with (you or your company)?

What are things like now that I've worked with (you or your company)?

What was the best thing about working with (you or your company)?

Who will you ask? Name 3 people here:

### GOODWILL: (ratio = 1 to 3)

Who inspires you? What writers and thought leaders and local businesses do you admire and follow that would also be of interest to your perfect prospects?

What events are you attending, presenting at, exhibiting at, or sponsoring? Who else will be there that you can promote on Facebook? (Model the Mighty Facebook page for ideas)

What else is related to you and your business, that conveys something about you (the person behind the brand)? Dog lover? Volunteer work? Marathon runner?

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