



stop sucking at marketing

Marketing Bootcamp Workbook

Part 1: Creating an Avatar

Define the characteristics of your ideal customer to help target your marketing efforts.

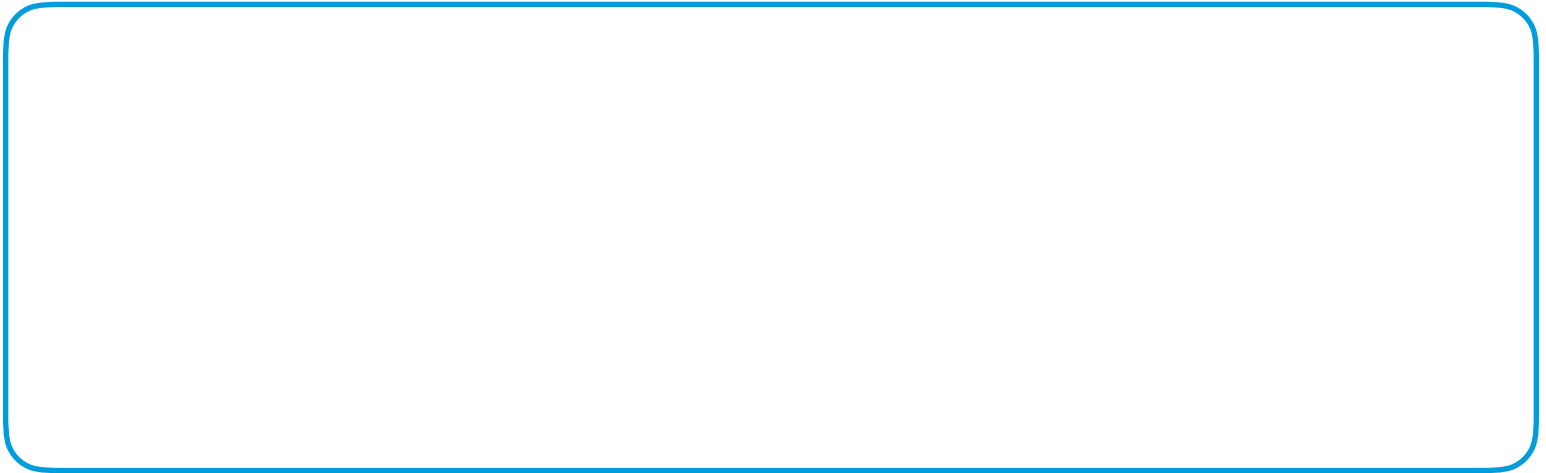
Some considerations:

What do they look like?

Where do they live?

What is their family/martial status?

What is their education?



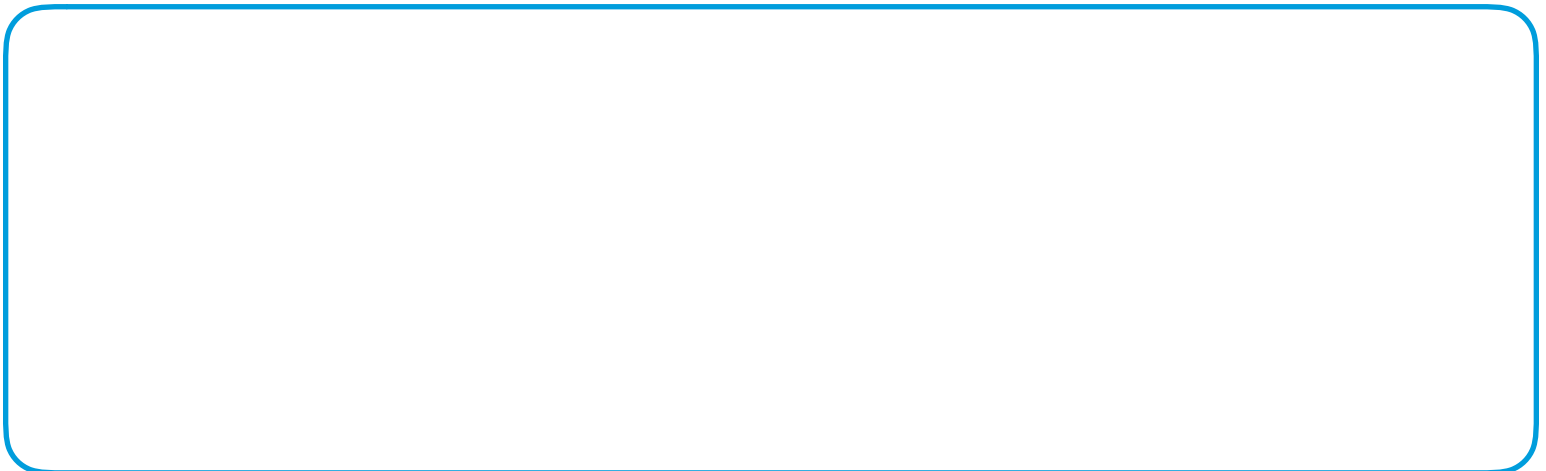
Now define their motivations, passions, and pain points.

Some considerations:

What keeps them awake at night?

How do they unwind?

What sort of aspirational goals do they have?



Part 2: Features and Benefits

List the features of your business on the left-hand column, then turn them into benefits on the right side.

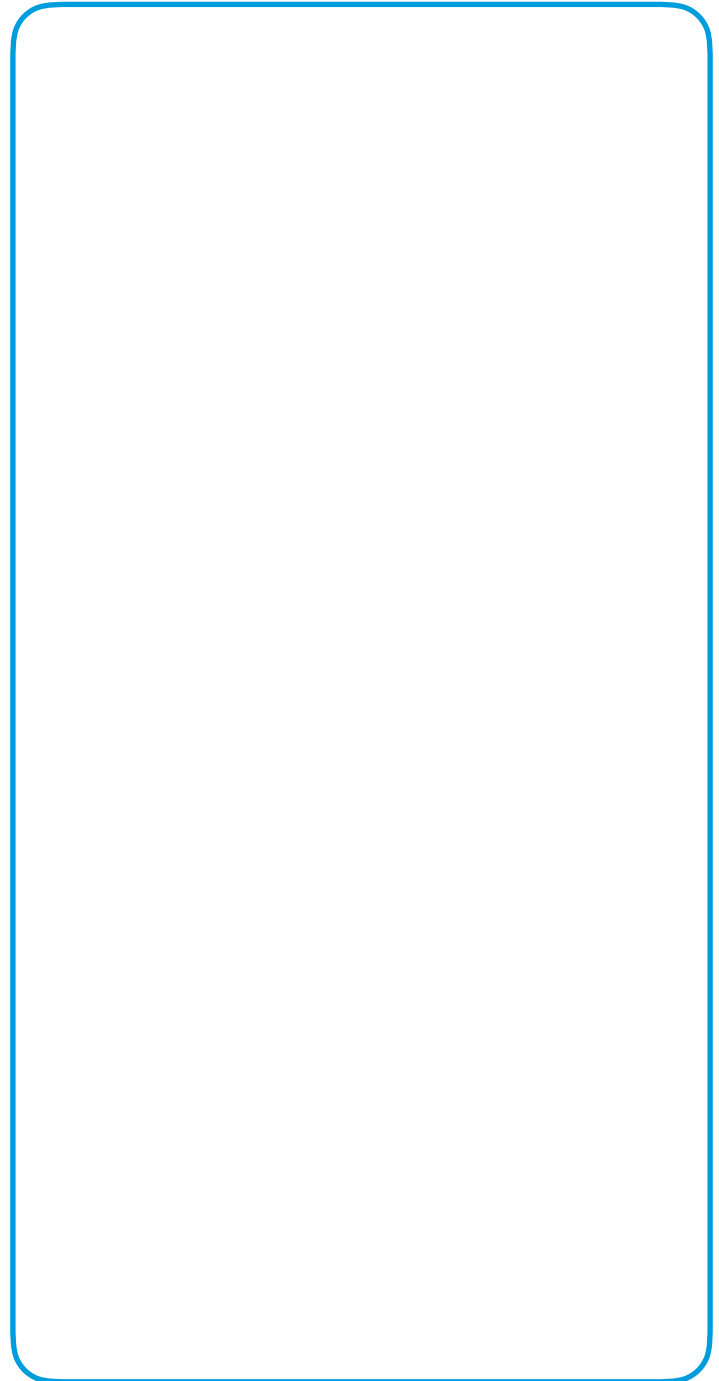
Remember that features *tell* and benefits *sell*.

“What’s in it for me?”

Features



Benefits



Part 3: SWOT

List your business' Strengths, Weaknesses, Opportunities, and Threats

The diagram is a SWOT analysis template. It features a central circle with the text "SWOT analysis". Surrounding this central circle are four colored shapes, each representing a quadrant of the SWOT analysis: a blue shape for "STRENGTHS", a yellow shape for "WEAKNESSES", a green shape for "OPPORTUNITIES", and an orange shape for "THREATS". Each quadrant is connected to a large, rounded rectangular box of the same color. These boxes are designed for writing, with horizontal dashed lines inside. The Strengths box is blue, Weaknesses is yellow, Opportunities is green, and Threats is orange.

What weaknesses or threats can you turn into opportunities? (What is your Unique Selling Proposition?)

A large, empty rounded rectangular box with a blue border, intended for writing the answer to the question above.