CHAPTER 2 WORKSHEET

Marketing

YOUR COUNTERSTEER	Content published and campaigns launched, not just leads counted — and a lead only counts if it's qualified for what you actually sell.
YOU WALK AWAY WITH	A value proposition a stranger could repeat back to you.

YOUR NAME	COMPANY	DATE STARTED

Fill this in on screen or print it. Type in any box and save the file to keep your answers. Don't polish it. Fill in what you know, leave the rest blank, and come back to it.

THE CHAPTER IN ONE MINUTE	
COUNTERSTEER	Campaigns launched and qualified leads booked, not just leads counted.
MEASURE IT WITH	Qualified bookings per week; campaigns per month.
THE TRAP	Counting leads that were never qualified for what you actually sell.
THIS WEEK	Write your value proposition in one sentence a stranger could repeat.

Your Assignment

Step 3 of the method: Grab the Wheel. Tick each one off as you finish it.

- ☐ Write your value proposition in one sentence — the kind a stranger could repeat back to you. DONE ON
- ☐ Fill out a Customer Profile Worksheet for your single best-fit segment. DONE ON
- ☐ Pull your last five marketing pieces. Would a stranger know exactly who each one is for? DONE ON
- ☐ List your top three competitors and name one thing each of them genuinely does better than you. DONE ON

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Your Value Proposition in One Sentence

Value proposition *One sentence. Who it's for, what it does, why you.*	
Who I read it to	
What they repeated back	

Could they repeat it back? ☐ Yes, close enough ☐ No, rewrite it

Customer Profile Worksheet

For your single best-fit segment.

Segment name	
Industry / niche	
Typical company or household size	
Decision-maker title/role	
Primary need this segment has	
Where they shop / how they discover offerings like yours	
Buying trigger (season, cycle, time of day)	
Average income / revenue or budget	
Top 2 competitors serving this segment	
Your value proposition in one sentence	
Estimated number of customers in this segment	
Estimated total revenue potential	

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Marketing Piece Audit

Your last five pieces: ads, posts, emails, flyers, web pages.

Piece	Who is it for?	Would a stranger know?	What to change
		☐	
		☐	
		☐	
		☐	
		☐	

Top Three Competitors

Be honest. Name one thing each does genuinely better than you.

Competitor	One thing they do better	What I'll do about it

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Find the Driver and Map Your Route

Step 1 and Step 2 of the method. Start with the result you want to move, then work down to the activity someone can change tomorrow morning. Write a person's name, not a department.

Result I want to improve *The number on the statement or report.*	
Financial driver affecting it *What is pushing that result up or down.*	
Activity driver my team can change *Something a person does, or doesn't do, every week.*	
Accountable Owner *One person, by name.*	
Measure and target *One number you can read in under a minute.*	
Tuesday review: day and time	

Tuesday Test: could someone move this number by doing something differently tomorrow morning? ☐ Yes, it passes ☐ No, pick a different driver

Copy this row to your Countersteer Dashboard (Appendix): Marketing — activity driver, owner, measure and target. Review it for 15 minutes every Tuesday.

Your Commitment

This week *Write your value proposition in one sentence a stranger could repeat.*	
Done by (date)	
Who will I tell I've done it?	

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