

# Strategy Builder Worksheet

3D Strategic Marketing™

<b>Who (Define)</b>	<b>What (Design)</b>	<b>How (Deploy)</b>
Target Audience	What Do You Have To Offer?	Identify Your Communication Tools
What's Their Main Problem?	What Will Make Them Happy?	Develop Content Messaging
What Goal Do They Need To Achieve?	How Will You Help They Achieve Their Goal?	Define Marketing Funnel
What's Their Buying Process?	What Tools and Information Do You Have To Help Them Make A Decision?	Identify Appropriate Events
What Are They Trying To Avoid?	How Will You Make Them Feel Like A Winner?	Value Delivery Mechanisms