

The Tripod Marketing Formula

Chapter 5: Business

Marketing is identifying your ideal customer early, crafting a compelling offer just for them, and attracting them to your physical location (or website) already at an 8 or 9 out of 10 on the readiness-to-buy scale. In essence, great marketing makes selling significantly easier. Which is why we've always put so much emphasis on it. We've even come up with a fancy name for how we do it.

The Tripod Marketing Formula

1. Know what people want.
2. Do something awesome to deliver it.
3. Tell everyone about it.

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book