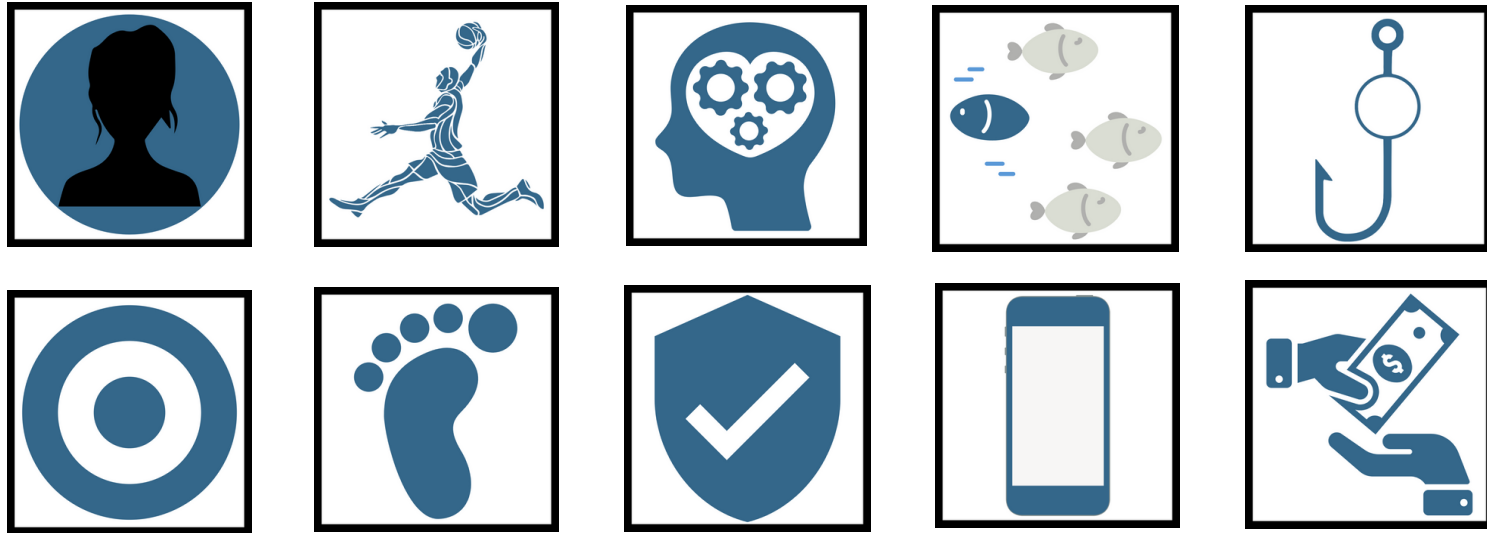# SKELETAL MARKETING FRAMEWORK

Target Audience (who is my target audience?)
Slam Dunk Message (what will grab the attention of my target audience?)
Brand Personality (what is the tone of my message?)
Clutter Buster (what makes me different from competitors?)
Going Fishing (where does my target audience hang out?)
Bullseye Product (what is my most profitable product/service?)
Foot-In-The-Door (how do I gather the contact info of my target audience?)
Trust The Pros (how do I show my expertise?)
Phone Triggers (what will make someone take a picture or video?)
Closing The Deal (how do I make it easy for someone to buy?)

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