



Strategic Force Multiplier Avatar Re-Creation And Creation The Key To Multiplying Results Dramatically

I Help

(insert who you help – specifically)

To

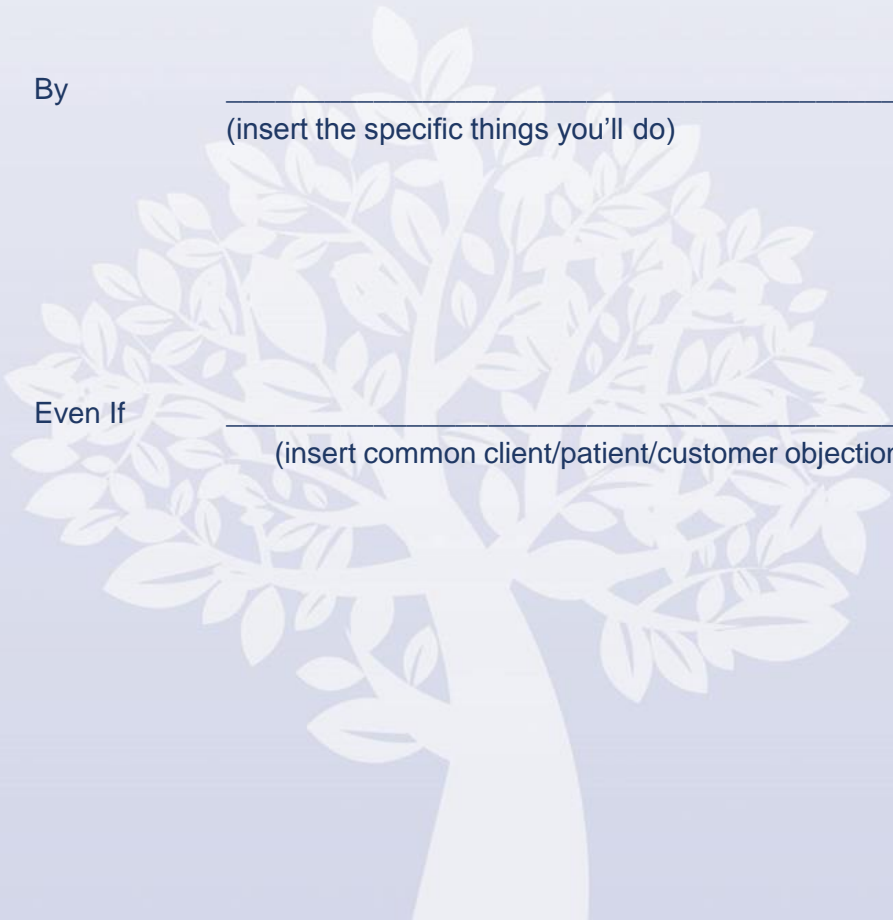
(insert a description of what they want to achieve)

By

(insert the specific things you'll do)

Even If

(insert common client/patient/customer objections)



Strategic Force Multiplier

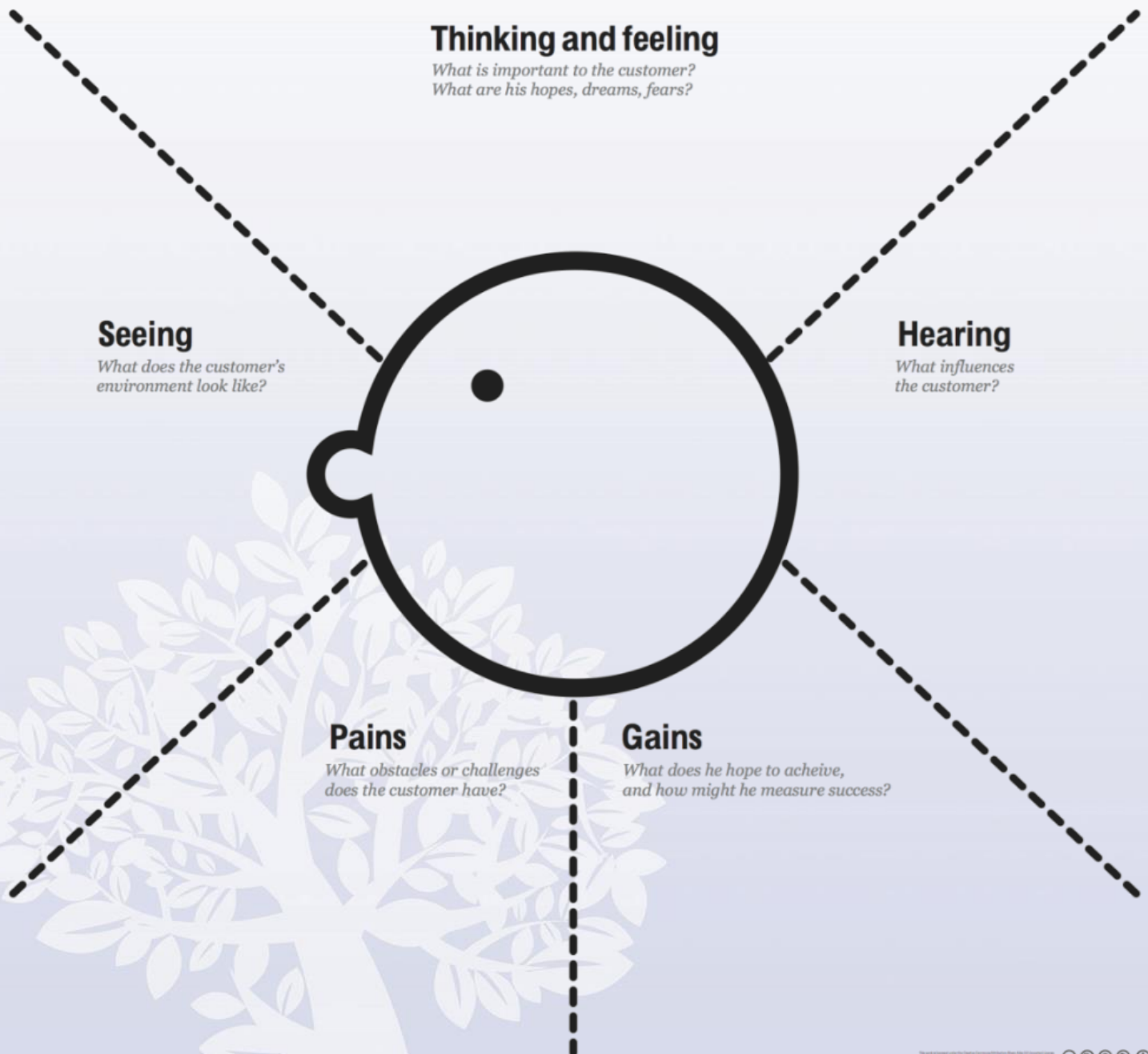


Market Selection – The Empathy Map And The Avatar

For _____

(specific product/service)

Customer Segment



PPC Campaign Setup Worksheet



Campaign Top of the funnel for relevancy. Use this as a way to target by spend amount.	AdGroup An ad group contains one or more ads which target a shared set of keywords.	Headline 1 Headline 1 appears at the top of your ad and can be up to 30 characters.	Headline 2 Headline 2 appears after Headline 1 and can be up to 30 characters.	Description Your ad's description appears below the display URL and can be up to 80 characters.	
	Ad Extensions				
	Targeting				
	Tracking				

Notes

