

dis + ADVANTAGE™ MARKETING MODE™

UNDERSTAND. DESIGN. EXECUTE.
ON YOUR TERMS.

1

UNDERSTAND HOW YOU MARKET

Each mode plays a role. There is no right or wrong answer.

	 THINK Strategy Ideas Planning Decisions	 CREATE Writing Designing Visuals Building	 CONNECT Conversations Outreach Networking Relationships	 DELIVER Publishing Sharing Presenting Hosting	 MEASURE Results Leads Revenue Analytics
Feels natural to me	☐	☐	☐	☐	☐
Requires intention	☐	☐	☐	☐	☐
I tend to avoid this	☐	☐	☐	☐	☐
I get stuck here	☐	☐	☐	☐	☐

2

REFLECTION

Take a moment to think about your marketing as a whole.

Where do I spend too much marketing time?

Where does my marketing consistently stall?

Which mode gives me energy?

Which mode drains me?

Which mode am I trying to do at the wrong time or in the wrong environment?

What am I doing manually that could be simplified, automated, or delegated?

What am I calling marketing that is really preparation for marketing?



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DESIGN IT THROUGH IDEA™



YOUR MARKETING SHOULD WORK WITH YOU,
NOT AGAINST YOU.

3

THE IDEA™ FILTER

Use these questions to design a marketing approach that fits you.

I

IDENTITY

How do I work?

How do I naturally think, communicate, create and connect?
What environments help me focus? What affects my attention or energy?

D

DESIGN

What should
I change?

What can I batch? What should happen separately?
Which transitions create friction? What should I automate, delegate, simplify, or eliminate?

E

EXPERTISE

What needs to
become visible?

What do I know? What do I want to be known for?
Which marketing activities demonstrate that expertise well?

A

ADVANTAGE

What works
particularly
well for me?

What strengths, preferences, perspectives, relationships, or ways of working
can become part of how I market?

4

BIGGER PICTURE

If I stopped designing my marketing around
what I am "supposed" to do, what would I keep?

What would I stop?



BUILD MY MARKETING OPERATING SYSTEM

BRING IT ALL TOGETHER.

5

MY FOUNDATION

MY TWO DIGITAL STAGES

1. _____
2. _____

MY VISIBILITY BOUNDARY

I want to be known for: _____

I am comfortable sharing: _____

I am keeping private: _____

6

MY PRIMARY MARKETING METHODS

Choose no more than 3 methods to focus on right now.

- ☐ Email
- ☐ Speaking
- ☐ Live events
- ☐ Referrals
- ☐ Partnerships

- ☐ PR / media
- ☐ Direct outreach
- ☐ Networking
- ☐ Content creation
- ☐ Social media

- ☐ SEO / writing
- ☐ Podcasting
- ☐ Sponsorship
- ☐ Community
- ☐ Other: _____

7

HOW MY MARKETING MOVES

When, where, and how will you work each mode? Your order may be different, but make sure none disappear.



THINK



CREATE



CONNECT



DELIVER



MEASURE

8

THE ART™ REVIEW

A final check to make sure your system supports you.

ANTICIPATE

Where will friction likely occur?

REMOVE FRICTION

What will I simplify, automate, delegate, limit, or stop?

THOUGHTFUL DESIGN

What conditions will make this system easier for me to execute?

