

CHALLENGES



IDENTIFYING CHALLENGES

It's often the everyday challenges that keep organizations from building sustainable, strategic solutions that have the potential to maximize their success. Knowing where to start and how to evaluate success can be difficult unless your marketing foundation is clear and easy to understand.

Here are some questions to get your started:

QUESTION ONE

What is the story behind your brand?

QUESTION TWO

What value or need does your product / service provide or meet?

QUESTION THREE

What do you do better than the competition (your superpowers)?

QUESTION FOUR

What objections do you most often hear from potential prospects?

Ready to dive deeper into your journey? Schedule a [free 15-minute call](#) with a redMAP Guide!

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