

SIXTY SECOND CAMPAIGN TRACKER

	General Introduce Market	More Focus Relate Target as Common Knowledge	Specific Testimonial and Named Target	Very Specific Need, Repeat Target, Name Dream Referral	Second Testimonial Tied to Fear of Loss	Exit Strategy
	—/—	—/—	—/—	—/—	—/—	—/—
Target Market						
Referral Source						
Lowest Common Denominator						

Rate each area below each week: 3 = excellent 2 = good 1 = acceptable 0 = poor

Introduction						
Story						
ASK						
Call to Action						
Memory Hook						
TOTAL						
Improve Next Week						

Target market considers size, visibility, and inner communications.

Lowest Common Denominators include product or service, target market, specific benefit, credentials.