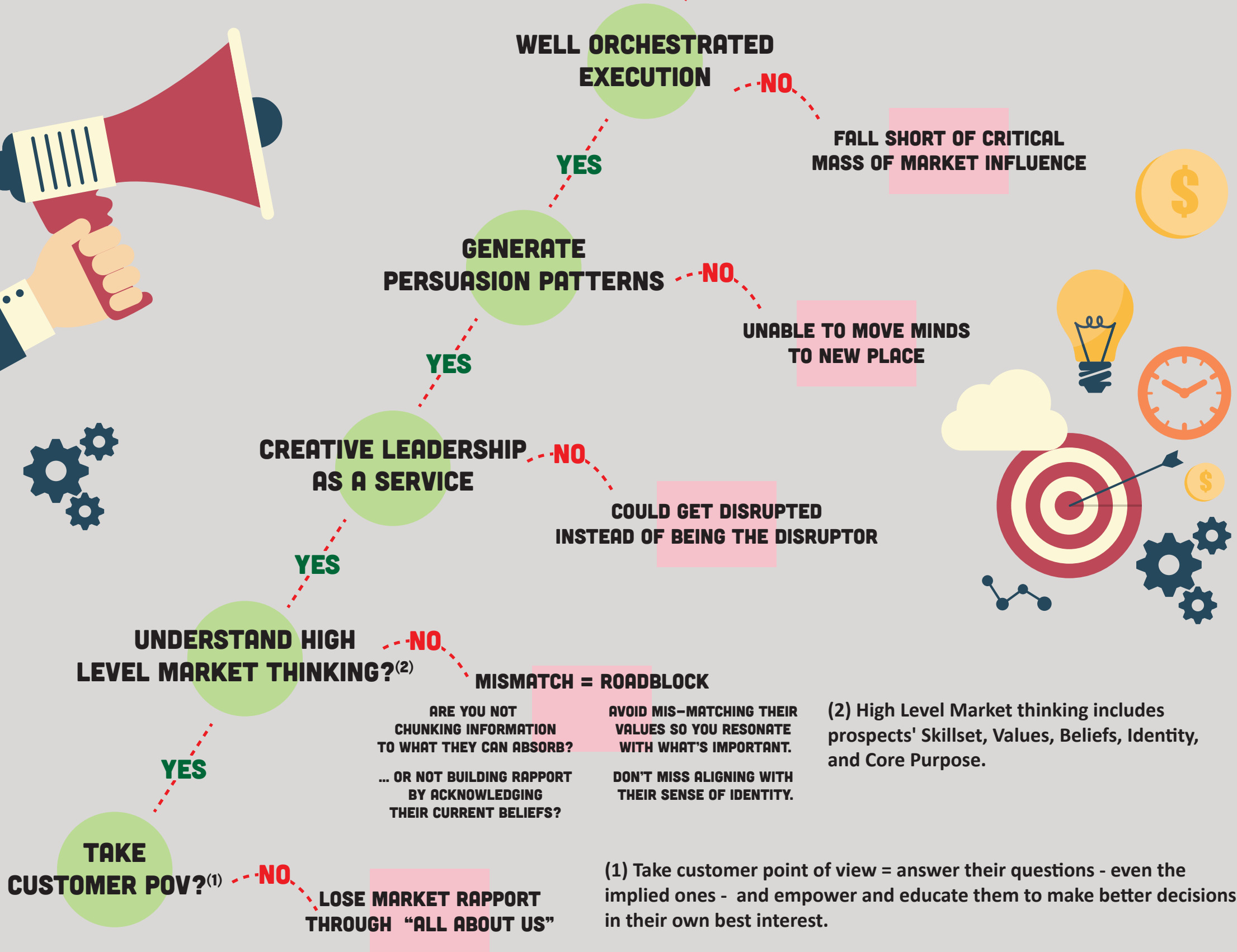
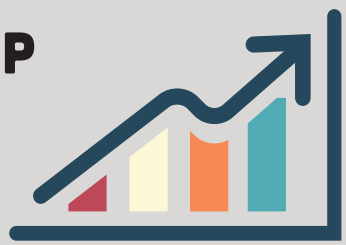


ARE YOU GIVING YOUR MARKETING ENOUGH THAUT?

MARKET LEADERSHIP THROUGH THAUT LEADERSHIP



ARE YOU NOT CHUNKING INFORMATION TO WHAT THEY CAN ABSORB?
... OR NOT BUILDING RAPPORT BY ACKNOWLEDGING THEIR CURRENT BELIEFS?

AVOID MIS-MATCHING THEIR VALUES SO YOU RESONATE WITH WHAT'S IMPORTANT.
DON'T MISS ALIGNING WITH THEIR SENSE OF IDENTITY.

(2) High Level Market thinking includes prospects' Skillset, Values, Beliefs, Identity, and Core Purpose.

(1) Take customer point of view = answer their questions - even the implied ones - and empower and educate them to make better decisions in their own best interest.

INTENT: GROWTH THROUGH MARKETING