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SANTACROCE



Workbook with Exercises for Marketing Impact Pioneers

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RUMBLE

Give yourself permission to be different and rise.

Exercise 1: With your team, make a list of your current marketing activities that don't delight you. Write down if you will stop them all together or do them differently. Then add new, delightful ideas to the list. Dare to be different.

Exercise 2: With your team, come up with at least one idea of collaboration with another company that has a similar worldview or that supports the same SDGs as you. You offer different things, but your ideal customers are kindred spirits. How can you create synergies and develop a win-win-win-win situation? Win for the world, win for your customers, win for the other company and win for yourself.



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RESONATE

Stop chasing after clients. Instead, attract those who are in harmony with your beliefs and guiding principles.

Exercise 1: Divide your team into different groups and have them work on the Empathy Map exercise described in Chapter 9.

Exercise 2: Knowing what you do about your company's values and worldview and what truly matters to your ideal client, make a list of suggestions for changing your product or service so that it appeals more to your ideal client.

I hope that you find these exercises useful and that they will help your team question all their assumptions and walk away with a new truth: Gentle Marketing makes customers feel good and therefore creates deeper connections and a sustainable business.

I would love to hear from you about how you're implementing Gentle Marketing in your organization, big or small. Please share your experiences with me at sarah@sarhsantacroce.com.

If you need help bringing Gentle Marketing to your organization, let's talk. Find out more at www.thegentlemarketingrevolution.com/book.