



THE POWER OF STRATEGY REVIEWING

- To thoroughly test a marketing niche, i.e., a specialized segment of the market for a particular kind of product or service, give it about 12-24 months. This means that you do not change much during this time.
- A marketing strategy, on the other hand, is a different story. How long it takes for a marketing strategy to prove itself successful depends on the strategy itself. Some have smaller leverage but offer faster results while others take longer before you can harvest the fruits.
- **Here is your guide on how to review your marketing strategy:**
 1. First get yourself in an **emotionally detached state**, ideally with a someone who knows a bit about this specific strategy and will stay objective.
 - If you are doing this alone, imagine you are a different person talking to yourself at a business meeting.
 2. Then put the **general strategy facts** out on the table:
 - What is the usual success turnaround with this strategy?
 - What does this strategy really require to be successful?
 - What are the ideal niche and audience for this strategy?
 - What and how many action steps are required on a monthly/weekly/daily basis?
 - What other types of investment are strongly recommended to maximize this strategy?
 - Etc.
 3. Next, put **your facts** out on the table:
 - For how long have you been working on this strategy now?
 - Do your niche and audience work well with this strategy?
 - What and how many action steps did you take on a monthly/weekly/daily basis?
 - Did you educate yourself before and pivot or course correct while in action?
 - Did you invest in this strategy (when applicable)?
 - Etc.
 4. On a scale from 1-10 (10 being the highest), how much **SUCCESS** has this marketing strategy had so far?

5. On a scale from 1-10 (10 being the highest), how much do you **LIKE** this strategy?
 - List below your pros and cons about this strategy:
I like that ...
I don't like that ...
 - If your number is 7 or lower, it is maybe time to reconsider whether continuing with this strategy is a good idea – knowing that it is much harder (and less fun) to improve something you aren't passionate about ...
 - If your number is 8 or higher, it is time to be completely honest and curious about yourself – and remember to turn your judgment OFF →

6. On a scale from 1-10 (10 being the highest), how much **CHANCE** did you **ACTUALLY** give this strategy to fully succeed?
 - If your number is under 7 or lower: What can you and will you do to improve your strategy? What resources and support do you need to maximize it and do this as fast as possible?
 - If your number is 8 or higher, add 2-3 details on how you will further improve this strategy to reach your desired results even faster. Remember to include inner game of setting intentions, not just the outer game of doing action steps 😊

7. **CONGRATULATIONS! You reviewed your strategy!**
Now it's time to course correct or pivot into a different one, if that is what you concluded 😊