

Define Your Target Market

The worksheet is intended to follow along with [OOMPHcast episode #10: Why online marketing fails](#). This worksheet is available thanks to our resource sponsor, T&S Online Marketing. Visit their website at tandsgo.com

The Whole Point

K _____ = Show _____
L _____ = Show _____
T _____ = Show _____
V _____ = Show _____

The Right Order

0. Build _____
1. Build _____
2. Build _____
3. Build _____
4. Build _____

Recipe for Content

P _____

I _____

E _____

Don't have too much _____

in your _____!

Point of Optimization

Where you've maximized
_____ on

_____.

