

# **MARKETING FRAMEWORKS:**

## **CORE STRATEGY**

**WE STARTED OUR BUSINESS BECAUSE \_\_\_\_\_ AND WE WILL STANDOUT IN OUR INDUSTRY BECAUSE WE BELIEVE \_\_\_\_\_ .  
(START WITH WHY BY SIMON SINEK)**

**WE WILL CREATE A DIFFERENT PRODUCT OR SERVICE IN OUR INDUSTRY BY CHANGING \_\_\_\_\_ , CREATING AN ENTIRELY DIFFERENT MARKET SPACE.  
(BLUE OCEAN STRATEGY BY RENÉE MAUBORGNE AND W. CHAN KIM)**

**WE WILL BE THE MOST \_\_\_\_\_ IN OUR INDUSTRY.  
(PRACTICALLY RADIAL BY WILLIAM C. TAYLOR)**

**WE ARE DEEPLY PASSIONATE ABOUT \_\_\_\_\_ .  
\_\_\_\_\_ DRIVES OUR ECONOMIC ENGINE.  
WE CAN BE THE BEST IN THE WORLD AT \_\_\_\_\_ .  
(GOOD TO GREAT BY JIM COLLINS)**

**WE WILL CREATE A DISRUPTIVE TECHNOLOGY IN OUR INDUSTRY BY CHANGING \_\_\_\_\_ AND CREATE VALUE BY \_\_\_\_\_ .  
(INNOVATORS DILEMMA BY CLAYTON M. CHRISTENSEN)**

**OUR PURPLE COW IS \_\_\_\_\_ .  
(PURPLE COW BY SETH GODIN)**

**PEOPLE WILL TALK ABOUT US AND REFER OTHERS TO OUR BUSINESS BECAUSE OF \_\_\_\_\_ .  
(THE REFERRAL ENGINE BY JOHN JANTSCH)**