

LET'S GET IT GOING!

HOMework
Module 1

YOU: Where are you TODAY?

Pulling From Your Current Info, Let's Get Organized:

1. Describe your product or service

2. What is your Pricing Model?

3. What is your Total Annual Revenue? _____

4. Net Income? _____

5. Describe your Target Customer(s)

6. What is your Marketing/Advertising Budget? _____

7. Who is involved in Strategic Decision Making?

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WHAT ABOUT YOUR COMPETITORS & INDUSTRY?

1. Who's who in your MARKET?

a. Who are your Top 5 Local and Online Competitors?

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____

b. Where is your industry headed? Expanding? Retracting? Growth Potential in the NEXT 1-5-10 Years?

c. Your Share of the Market? _____

2. How do you ATTRACT and RETAIN CLIENTS?

- TV/Radio _____
- Print/Mailers _____
- Events and Conferences _____
- Email Marketing _____
- Social Media _____
- Video _____
- Other _____

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YOUR COMPETITIVE ADVANTAGE

What is your UNIQUE VALUE PROPOSITION – or competitive advantage?

What features, benefits and Strategies are you leveraging to WIN Clients?
(Brainstorm and write down everything that comes to mind)

Let's Dig to Find Your NEW Customers!

Refer to the Pew Hispanic Research or the U.S. Census to find Hispanic population segments relevant to your business:

City/County: _____

Average Age: _____ Gender: Male % _____ Female % _____

Average Income _____ Average Education _____

US. Born _____ Foreign Born _____ Language _____

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Let's Dig to Find Your NEW Customers!

List of Hispanic Business Chambers/Organizations in your City/Town/State:

- a. _____
- b. _____
- c. _____

Identify Top Spanish News Outlet/Publications in your State/County/City:

- a. _____
- b. _____
- c. _____

Identify Popular Hispanic Events & Festivals in your State/County/City:

- a. _____
- b. _____
- c. _____

HISPANIC MARKET PREFERENCE

Leveraging your competitive advantages, what features and benefits would appeal to your Hispanic Prospects?

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OPPORTUNITIES

YOUR RESEARCH IS SUPPORTING WHAT WE'VE DISCUSSED- THE LATINO MARKET IS A HUGE OPPORTUNITY- WRITE DOWN EVERY POTENTIAL TACTIC YOU CAN IMPLEMENT TODAY TO ENGAGE HISPANICS IN YOUR MARKET.

LOW HANGING FRUIT

As you will learn in Modules to come, you **CAN** take small steps to **Engage Hispanics**. Pick a tactic from above and implement it, and begin to capture the low-hanging fruit in your market!

Are you ready to WIN?

Some of our clients find markets they didn't know existed or customers they were never expecting. Please keep an open mind!