

# Marketing Litmus Test

Review marketing and business communication  
through the eyes of your customer

## 1. Who are you?

Customers are skeptical.  
Entice them to want to  
know more.



## 2. Why should I care?

Show you understand  
your customer's business  
and toughest challenges.



## 3. What's in it for me?

Ensure communication  
is relevant to your  
customer's problems.



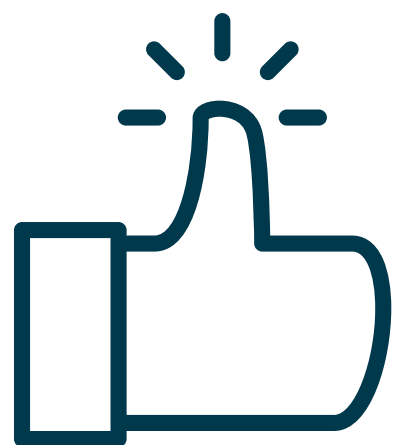
## 4. What's different?

Share what's unique  
about your ideas.  
Focus on the benefits.



## 5. Prove it.

Establish credibility with  
testimonials, success  
stories, and great service.



**SIMPLY Stated Business**

for better business communication

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