Worksheet: Best Success to Date

What type of marketing, PR, or social media initiative comes so naturally that it doesn’t feel like work when you produce it? Brainstorm 10 ideas that you enjoyed producing, which also provided excellent ROI for your current organization or one in the past. Don’t edit your answers. For now, the goal is to come up with a list of marketing wins that drew upon your strengths and brought out the star marketer in you. For example: a media pitch that resulted in an article in Forbes magazine; a campaign that garnered widespread engagement and interest on Facebook; an online lead-generation initiative that gave the sales team what they needed to succeed.

Please list ten ideas here that you enjoyed producing:

1. __________________________________________________________________
2. __________________________________________________________________
3. __________________________________________________________________
4. __________________________________________________________________
5. __________________________________________________________________
6. __________________________________________________________________
7. __________________________________________________________________
8. __________________________________________________________________
9. __________________________________________________________________
10. __________________________________________________________________

The goal of this exercise is to get you thinking about your past successes and realizing what worked. Identifying things that worked should help paint a better picture of what can work in the future. Hopefully this exercise ignited some new ideas that you can begin implementing for your company, cause, or creation. If you are not sure your idea will work, get feedback from a trusted colleague or friend.

If you have gotten stumped, don’t worry. We have plenty more exercises to spark ideas.
Worksheet: SPIKE Spotter

We recommend you first complete the “Best Success to Date” Worksheet before starting this worksheet. Review the ideas you came up with in the previous worksheet and circle the ones that you think could be adapted to provide your current organization with a unique angle and provide maximum ROI. These are potential SPIKEs where you can provide immense value to your organization.

Adele Cehrs’ book, SPIKE Your Brand ROI, explains SPIKEs in detail. Here are some examples of SPIKEs:
- Pop Culture/Celebrity SPIKEs (Oreo and Super Bowl. Beyoncé and Jay-Z. Kardashians.)
- Relevance SPIKEs. (Neurosurgeon—concussions in NFL. Travel industry—Air BNB.)
- Disaster/scandal SPIKEs. (Tiger Woods. Hurricane Sandy. Bridge-Gate.)
- Research SPIKEs. (Sleep deprivation related to obesity. Harvard Business Review article on Alzheimer’s in CEOs.)
- Political SPIKEs. (Presidential campaigns. “Binders full of women.” Fiscal cliff. Pundits.)
- Event SPIKEs (Pulitzer Prize Winners. Academy Awards and Ellen DeGeneres.)
- Competitor SPIKEs. (T-Mobile “Break Up with Carrier” campaign. Susan G. Komen and Planned Parenthood.)

Fill out the SPIKES you are anticipating for your organization in following categories:

1. Trend SPIKEs: What trends have you seen that have or will impact your industry in the next 30, 60, 90 days?

___________________________________________________________________________
___________________________________________________________________________

2. Pop Culture/celebrity SPIKEs: Identify the thought-leaders and superstars of your industry, profession or organization? How can you build on their success your organization?

___________________________________________________________________________
___________________________________________________________________________

3. Relevance SPIKEs. What’s has people buzzing in your industry?

___________________________________________________________________________
___________________________________________________________________________
Worksheet: SPIKE Spotter Cont’d

4. Disaster/scandal SPIKEs. What previously held beliefs or misperceptions do people avoid discussing, a polarizing figure, or an issue that goes largely ignored?

___________________________________________________________________________
___________________________________________________________________________

5. Research SPIKEs. What research has been released that will make people rethink previously held beliefs, ideas or myths pertaining to your industry, profession or organization?

___________________________________________________________________________
___________________________________________________________________________

6. Political SPIKEs. What legislation or political concerns/opportunities will be impacting your industry, profession or organization in the next 30, 60, or 90 days?

___________________________________________________________________________
___________________________________________________________________________

7. Event SPIKEs. What major events impact your organization, members or customers indirectly and how will you respond to real-time SPIKE that occurs as a result of those events?

___________________________________________________________________________
___________________________________________________________________________

8. Competitor SPIKEs. What have competitors said that made your customers pay attention? How can you capitalize on their success?

___________________________________________________________________________
___________________________________________________________________________
Worksheet: Finding Your Ideal SPIKE

You’re a marketer, business owner or organizational leader, so naturally you’re always thinking of ideas. Think of your ideal marketing and PR initiatives in relation to the seven principles of influence we provided in chapter 12 of Adele Cehrs’ book, *SPIKE Your Brand ROI*, which include:

1. Authority
2. Liking
3. Commitment and consistency
4. Reciprocity
5. Scarcity
6. Social proof
7. Friendship

Use some of the SPIKE concepts you may have come up with in previous worksheets. Which of the principles of influence are commonly not included in your ideas or marketing initiatives? Conversely, list every common trait these ideas have. This will help you identify new elements for ideation. Also consider factors such as timing, audience, industry focus, consumer focus, and media interest.

1. My ideas typically use these principles of influence:

   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________  

2. I can improve my ideas, by considering more concepts with these principles of influence in mind:

   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________  

Worksheet: SPIKE Spotter Cont’d

3. My audience would be interested in this SPIKE concept at this time because:
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

4. Describe your SPIKE so well that you can easily picture it happening to or for your organization:
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

The goal is to know your SPIKE so well that you can describe it to brand advocates and they can identify the signs of your SPIKEs and tell you when the change factors are coming based on detail specifics you provided.
Worksheet: What Does Your Current Customer Really Think?

For this exercise you will write down everything that your current customers, past customers, or members are experiencing with your brand—good, bad, and ugly. Be brutally honest about your organization’s strengths and weaknesses.

1. What do your biggest fans say about your organization?
   ____________________________________________________________________________

2. What do your biggest critics say about your organization?
   ____________________________________________________________________________

3. What do you secretly fear they know about your organization that would make them cancel their membership or refuse to purchase anything from your company?
   ____________________________________________________________________________
   ____________________________________________________________________________

4. What organizational weaknesses do executives whisper about?
   ____________________________________________________________________________
   ____________________________________________________________________________

5. What do you not want to talk about with valued customers or board members because it would trigger too much fear to confront?
   ____________________________________________________________________________
   ____________________________________________________________________________

6. What three things your biggest competitor says about your organization to discredit what you do?
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
Worksheet: Who’s Your SPIKE Audience?

1. Think of your ideal customers or members. What do they all have in common? List every common trait.
   - Average Age ____________________________________________
   - Income ________________________________________________
   - Gender ________________________________________________
   - Marital status __________________________________________
   - Education level _________________________________________
   - Industry ______________________________________________
   - Other professional affiliations ____________________________
   - Awards ________________________________________________
   - Certifications __________________________________________
   - Qualifications __________________________________________

2. Now use those commonalities to think about when your audience is most likely thinking about your company, cause, or creation. Keep one potential SPIKE in mind when completing this section. Providing as much detail as you can, include a projection of needs in the near future (next 30 to 90 days), the mid-range future (6 to 12 months), and the distant future (2 years or more).

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
Worksheet: SPIKE Audience Cont’d

3. When are the big milestones in your audience’s buying cycle that make them want or need to join your organization or buy your product or service?
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

4. Now that you have your audience nailed down, think about what changes would likely affect their purchasing decisions. The goal is to discern the needs of this type of person so well that you can clearly see their buying pattern.
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

5. Now that you know so much about this type of person, get inside their heads. What specific process is used to decide whether to join your organization or purchase your product or service?
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

6. What will trigger them to make the purchase? The goal of this question is to understand their motivations, perceptions, and behavior so well that you can think like them, speak like them, and essentially predict when they will have a need for your product or service.
_____________________________________________________________________________
_____________________________________________________________________________