



EXERCISE
genius zone

4050 E Cotton Center Blvd, Ste 68 | Phoenix, Arizona 85040 | **480.380.2201**

thinkpixa.com

Hello Genius!

Let's create a way you can get out of your own dang way!

We all have genius zone powers that we possess individually and as a team. Sometimes, it's important to go back to the basics by asking some key questions to make every marketing initiative successful. Whether you are re-branding, launching a new campaign or just need to re-think your marketing efforts, we have a fun exercise to help you take that next step.

That's right, Genius! It's time to get out of your own dang way and what better way to start then to make it all about YOU!

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roadblocks

There are many roadblocks that stand in our way as marketers. Whether it's perfectionism, lack of focus, poor market research, poor attitude, or fear, something keeps us from achieving our goals.

Check the roadblock(s) that apply to you:

- Perfectionism
- Lack of Focus
- Poor Market Research
- Poor Attitude
- Fear

Genius, not to worry, we are going to help roadmap your way to success.

checkpoints

First, let's evaluate the checkpoints you need to pass:

- Have a reason bigger than you!
- Imagine it. See it. Hear it. Feel it. Imagine every day and see your goal achieved.
- Intelligence – Create a plan that chunks the process down to small bites.

Now, let's get started.

You never know, you might even have a new mission statement or new business idea when you are done with this.

Never stop being the Genius you are!



WHO ARE YOU?

Select someone in your organization that can help you stay on track. Meet with this person at least once a quarter to review goals and objectives.



PERSONAL GENIUS ZONE

I love to _____
and I am confident doing _____ .
List all the things you enjoy doing and what key skill sets you have.



YOUR BAG

State 1-3 personal goals that motivate you.



COMPANY GENIUS ZONE

State what your team loves to do and where you thrive based on the collective personal genius zones.



SUMMARY


Who you are and what you do best in 20 words or less.

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 **MARKETING METRICS**


State 1-3 objectives

 **IDEAL CLIENT**


Pick one

 **DEMOGRAPHICS**

What are their characteristics?

 **WHERE**

Where can you find your ideal client?





 **PRODUCTS/SERVICES**

What products/services do you offer your ideal client?

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continued



 <p>ISSUES</p> <p>What are their top 3 issues?</p>	 <p>PERFECT WORLD</p> <p>Describe your ideal client's perfect world</p>	 <p>VALUE</p> <p>What value do you bring them?</p>
 <p>THREATS</p> <p>What are their emerging threats?</p>	 <p>NEW VALUE</p> <p>What new value elements can you bring to them?</p>	