



IDENTIFY YOUR MARKETING PROFIT LEAKS

Assess your business against the Thirteen Touchpoint Leaks, by Bryony Thomas

STEP	LEAK	ASK	YES	NO	DK	SEE
LOYALTY BE CONSISTENT	1 FORGOTTEN CUSTOMERS	➔ Do you have consistent customer communications that proactively addresses any service needs and keeps your business in their minds?				➔ Chapter 2 ➔ Chapter 6 ➔ Wbook 2 p5-12
ADOPTION BE FRIENDLY	2 POOR ON-BOARDING	➔ Is there a structured approach to communication with your new customers as they settle into their relationship with you which demonstrates that your service is consistent with the expectations they had?				➔ Chapter 2 ➔ Chapter 6 ➔ Wbook2. p13-16
	3 NO EMOTIONAL CONNECTION	➔ Does your visual and written style have a personal touch that's friendly and allows people to make an emotional connection with your business?				➔ Chapter 2 ➔ Chapter 6 ➔ Wbook 2 p18-24
TRIAL BE HELPFUL	4 NO GATEWAY	➔ Does your business offer a coherent set of products that lead helpfully from one to the next with the inclusion of a stepping stone that allows people to understand what it's like to be a customer before they are one?				➔ Chapter 2 ➔ Chapter 7 ➔ Wbook 3 p.2-6
	5 NO CRITICAL APPROVAL	➔ Is there a clear way of educating, or helping your buyer educate, anyone who could veto the purchase decision?				➔ Chapter 2 ➔ Chapter 7 ➔ Wbook 3 p.6-9
EVALUATION BE PROVEN	6 NO PROOF	➔ Are you systematic about signposting some sort of proof against every promise or claim that you make?				➔ Chapter 2 ➔ Chapter 7 ➔ Wbook 3 p.11-13
INTEREST BE RELEVANT	7 INFORMATION OVERLOAD	➔ Do you have a steady stream of relevant information that invites people into finding out more?				➔ Chapter 2 ➔ Chapter 8 ➔ Wbook 4 p.2-3



STEP	LEAK	ASK	YES	NO	DK	SEE
AWARENESS BE THERE	8 HOW	➔ <i>Is your content available in a range of familiar and novel formats so that people can engage with ease and enjoyment?</i>				➔ Chapter 2 ➔ Chapter 8 ➔ Wbook 4 p.4
	9 WHERE	➔ <i>Are there at least three places to put your materials that you know your potential buyers already access?</i>				➔ Chapter 2 ➔ Chapter 8 ➔ Wbook 4 p.5
	10 WHEN	➔ <i>Have you made a commitment to timing the release of your materials so that people are most likely to notice it?</i>				➔ Chapter 2 ➔ Chapter 8 ➔ Wbook 4. p.6-12
	11 WHO	➔ <i>Is there a way of getting people talking about your business so that buyers hear something good about you regardless of who they turn to?</i>				➔ Chapter 2 ➔ Chapter 8 ➔ Wbook 4 p.16
	12 WHAT	➔ <i>Do you have an absolute clarity of purpose in telling people what your business does?</i>				➔ Chapter 2 ➔ Chapter 8 ➔ Wbook 4 p.18-21
	13 NO EMOTIONAL IMPACT	➔ <i>Do you strike an emotional chord with your potential buyer that means they can't help but notice you and they feel compelled to take action?</i>				➔ Chapter 2 ➔ Chapter 8 ➔ Wbook 4 p.22



NOW, FIX THOSE PROFIT LEAKS

With **Watertight Marketing** by Bryony Thomas (Panoma Press £14.99).

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