

# BECOMING A GREAT MARKETER

4 essential characteristics

## HEART- YOU GOTTA CARE

No one cares what you know until they know you care. That is the basis for your business leadership and for everything you do to market your product/service. Put your heart into it, and customers see it.



## SMARTS- YOU GOTTA KNOW

You must know your product/service better than anyone else. What it does, how it works, why it works, and why your customers need it.

## GUTS - YOU GOTTA BE BRAVE

As a business owner your advantage over others is your willingness to go for it. Be brave, push forward and make sure every person you meet knows what you are selling.



## MOXIE- YOU CAN'T GIVE UP

Consistency is key. You set yourself apart by being consistent. Sponsorships, volunteering, lending a hand, solving problems and connecting people every day is how you get there.



HEART. SMARTS. GUTS. MOXIE.  
YOU GOT THIS & WE'VE GOT YOU..

**MARSH & MIHALY**  
MARKETING