

Why?

Eight important questions
to ask before beginning
any project.

mindpower
for smart marketing

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Before we begin any new projects at Mindpower, we have a list of questions we ask ourselves. It's not just because we love to think and we love to solve problems. It's because we love to solve the right problems.

This exercise helps us – and it can help you – determine what the real goal is and develop the right tools for the job.

1. Why are we doing this project?

If the answer is “because it's what we've always done,” pay close attention to question five.

2. Who is our target audience?

Make sure you're talking to the right people in a language they understand.

3. In order of importance, what are the top three to five things we want them to know?

Most people can only recall between three and five points. It's tempting to try to cram everything into one piece, but the more you do, the less people will remember.

4. What do we want them to think, feel, do?

This question will help you craft your message, the tone, and your call to action.

5. How will this project accomplish that goal? Is there a better way?

Sometimes, 10 personal phone calls are more effective than a mass direct mailing. Be open to other possibilities.

6. What challenges do we have to overcome?

Maybe there is a commonly held public misperception that needs clarification. Or maybe you have a tiny budget and need to be extra creative in getting your message out.

7. What tasks are necessary to complete this project and what are the deadlines?

Breaking out a detailed schedule for every step of your projects will keep you on track from idea to execution.

8. Do we have the resources necessary to complete this project? (time, money, personnel, etc.)

This is critical to determine at the start of a project, so that you can shift resources and schedules as needed.

If you take a few minutes to run through these questions and your projects will be most likely to succeed. And, as always, if there are any projects Mindpower can help you with, feel free to get in touch!