

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.