



Worksheet: Finding Your Ideal SPIKE

You're a marketer, business owner or organizational leader, so naturally you're always thinking of ideas. Think of your ideal marketing and PR initiatives in relation to the seven principles of influence we provided in chapter 12 of Adele Cehrs' book, *SPIKE Your Brand ROI*, which include:

1. Authority
2. Liking
3. Commitment and consistency
4. Reciprocity
5. Scarcity
6. Social proof
7. Friendship

Use some of the SPIKE concepts you may have come up with in previous worksheets. Which of the principles of influence are commonly not included in your ideas or marketing initiatives? Conversely, list every common trait these ideas have. This will help you identify new elements for ideation. Also consider factors such as timing, audience, industry focus, consumer focus, and media interest.

1. My ideas typically use these principles of influence:

2. I can improve my ideas, by considering more concepts with these principles of influence in mind:

Worksheet: SPIKE Spotter Cont'd

3. My audience would be interested in this SPIKE concept at this time because:

4. Describe your SPIKE so well that you can easily picture it happening to or for your organization:

The goal is to know your SPIKE so well that you can describe it to brand advocates and they can identify the signs of your SPIKEs and tell you when the change factors are coming based on detail specifics you provided.