

EXPLORE YOUR ENTHUSIASM

GET AUTHENTIC: EPISODE 120 WORKSHEET

The most effective way to use ANY marketing tool (blog, Twitter, SnapChat, Facebook, etc.) is to first ask yourself these three questions:

1. What is my intention for my business?

In other words, who are you trying to reach? What are you trying to provide? What feelings do you hope to evoke in your audience/customers?

2. What's my intention for THIS tool?

For instance - Instagram is to share images of your work, and Periscope is to connect in real-time with your customers.

3. How will that serve my Right Person?

Is my intention for this tool related to my intention with my business? Is this what my Right People actually want to see/hear/read from me?

This worksheet is a companion to [Episode 120](#) of Explore Your Enthusiasm with Tara Swiger.