



Relationships differentiate E.H. Anderson PR from other PR and marketing firms. To serve our clients – whether a marketing plan that you will execute in-house or 12-month campaign handled by us – you share your organization with us using this document as a guide. Part 1: The Question, which is based on your goals. Part 2: The Worksheet, which provides clarity relative to your goals.

The Question

If we were to be meeting three years from today – and you looked back over those three years – what has to have happened in your business – marketing-wise and in general – to be satisfied with your progress? Examples: 100 more franchise locations, 75 new students, more vacation time, etc.

- 1.
- 2.
- 3.
- 4.

The Worksheet

Basically a SWOT analysis, the Worksheet reveals the key components of an organization. Start with the Brainstorm column; then narrow your top three in the Prioritize column.

BRAINSTORM	PRIORITIZE
D: The biggest dangers to be eliminated <ul style="list-style-type: none"> • • • • • • 	<ol style="list-style-type: none"> 1. 2. 3.
O: Opportunities to be focused on & captured <ul style="list-style-type: none"> • • • • • 	<ol style="list-style-type: none"> 1. 2. 3.
S: Strengths to be reinforced & maximized: <ul style="list-style-type: none"> • • • • • 	<ol style="list-style-type: none"> 1. 2. 3.

Your future is important to know because it is the only place in which we can create value for you.