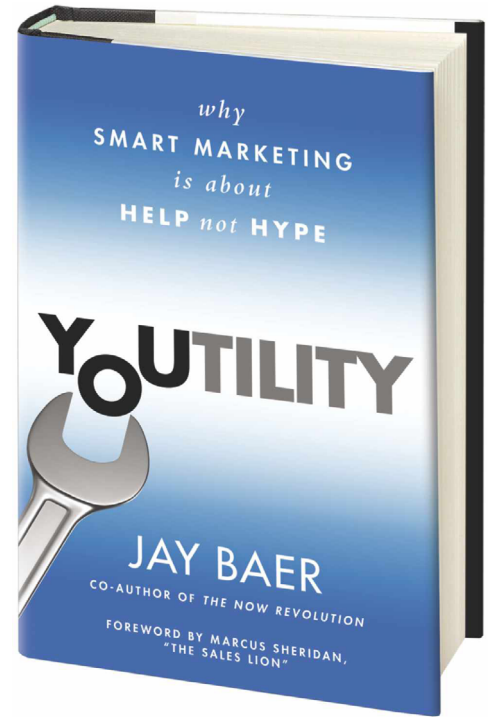


HOW TO BE A SMART MARKETER

Is it possible to offer marketing so useful, people would pay you for it, even though you're not asking them to? Best-selling business author Jay Baer believes so. And in his newest book, *Youtility*, and our latest EntreLeadership podcast, he explains the why and the how.

As a bonus, Jay provided this quick *Youtility* worksheet. By completing the following exercises, you'll have the information needed to get you started on a smart marketing campaign of your own. To dive even deeper into smart marketing, check out the full [Youtility workbook](#), also made available by Jay.



EXERCISE 1: SELF-SERVE INFORMATION

Perform a self-serve information audit. Using Google or Bing, determine how many sources of information about your company and one of your specific products and services can be found. How many of those sources of information are from you? How many of those sources of information are online sources that you don't wholly own, such as SlideShare, YouTube, etc? Are you casting a broad enough informational net?

EXERCISE 2: MAP CUSTOMER NEEDS TO USEFUL MARKETING

Determine a customer need that your business can fulfill. Brainstorm all the different types of Youtilities that could be executed when fulfilling that need. You should have at least five, and as many as 20.

EXERCISE 3: MAKE YOUTILITY A PROCESS, NOT A PROJECT

Create a list of 10 or more Youtilities that you could create to fulfill customer needs. Make a proposed editorial calendar that demonstrates how and when these 10 *Youtility* executions could be launched in the next 12 months. Who would have to be involved? How? What is the best possible sequencing of these launches?