116 You Have to Earn the Right to Market

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/116-you-have-to-earn-the-right-to-market-2/

The Demand

Tomorrow, check the prerequisite chain before you invest in marketing: does your culture actually produce a product worth talking about, and does your leadership actually produce that culture? You have to earn the right to market by getting the chain before it right first.

The Work

Check the prerequisite chain before you invest in marketing:
Does your leadership actually produce the culture you claim?
Does your culture actually produce a product worth talking about?
Does your product actually justify the invitation marketing extends?
Where does the chain break down first — leadership, culture, or product?
What you will fix at that link before spending on amplification: