2700 Start Inside Your Four Walls

Product Fieldbook · https://kb.jeffreysummers.com/docs/2700-start-inside-your-four-walls-2/

The Demand

Before you spend a dollar outside your four walls this week, name one external solution you were about to chase — a promotion, an ad, a rebrand — and ask whether it is solving an internal problem you have not fixed. Decide today to exhaust the inside-the-box fix first: the experience, the training, the culture.

The Work

Name the external marketing move you were considering:

Inside versus outside:

What internal problem might this external spend actually be covering for — the experience, the training, the culture:

Have you exhausted the inside-the-box fix, yes or no:

Name one thing happening inside your four walls right now that you could maximize before spending outside them:

The internal fix you will make this week before you spend the marketing dollar: