1. We had to reschedule the meeting **in the 11th hour.** _____
2. You should be clear with clients **out the door** and not at the end of the meeting. _____
3. We had no preparation; but, still, **we hit the ground running** and pulled it off. _____
4. Because our consumers aren't aware they need our product we **need to carve the niche** by raising awareness. _____
5. To carve out a niche, you need to find your target audience and **court them** using a direct marketing approach. _____
6. Using a digital marketing campaign for people who don't use technology is way **off base.** _____
7. Once **you get your foot in the door** with a new client, you must keep their attention. _____

To get your start	At the last minute	Completely wrong	From the beginning
To attempt to get s.o.'s interest	To start successfully	To create a market	

LIVEWORKSHEETS

8. Make sure each add is impactful and really **park** your message **deeply.**

9. If there is competition, you need to find out what their strengths are so you can duplicate them and **level the playing field.**

10. Each ad must fresh and full of new ideas, not old and tried. You really need **to push the envelope.**

11. If you don't know who your target audience is, it might be necessary to target a larger audience using **a shotgun approach** and narrow it down later.

12. If you know who your specific audience is, you can narrow things down and use **a pinpointed approach.**

13. Once you know what your general message is, you can begin **to tweak it** along the way and make it more specific.

14. Once the campaign begins **to unwind**, make sure that you note what worked the first time.

15. Spending money on different campaign strategies on a limited budget becomes **a zero-sum game.**

To make an impression	To take from one to give to another	To equalize	To close or end
To change	To advance or revolutionize	The specific approach	The general approach

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