

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	

8. Make sure each ad 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 be 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