

# WHO

## Fill-in-the-blank Who

### Answer the following

Have you identified and define the purpose of your business.

Have you laid long-term goals that need to be broken down into smaller parts?

Have you tested and evaluated the strategy and tactics to use with your who?

Describe why the strategy was successful or if it fails; explain why?

Have you systemise and automate your reason why your content was successful and documented why it has failed.

The purpose of the 5W1H Content strategy is to support you create business goals or break down the long-term business goals into smaller goals easier to digest and promote your business to the right audience.

The component **WHO** pertains to who is it for, your audience, a singular person, a group of associates, stakeholders, an animal, equipment, specific people, or general people...

The **WHO** component of the 5W1H is the third component of the Holy Grail it follows the **WHAT** (it's the products or services that address the need of people or equipment, or animals.)

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



### Marketing Tips

- Make sure it's a specific Plan
- Make sure it's part of your Business Plan and Marketing Plan.
- Always use the Who to create a marketing Persona, operation manual, technical drawing, operation plan, instruction, marketing publication...

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.