

Marketing Power Kit

Turn one offer into a coherent campaign with clear proof, channels, and measurement

FREE PREVIEW

What's included in the full kit

- 17-page marketing strategy guide (Letter + A4 PDF)
- 11-page campaign workbook, 10 worksheets (Letter + A4 PDF)
- Marketing prompt library: 10 prompts (PDF)
- Campaign tracker (CSV)
- One-page quick reference (Letter + A4 PDF, plus phone PNG)
- Plus cover art and a README

Free preview · Full kit at [kitandfile.com](https://www.kitandfile.com)

1. Set the Campaign Job

Module 1 of 10

Why This Matters

A campaign should move one defined audience from a known situation toward one measurable action. “Get awareness” is too vague to choose a message, channel, asset, or stopping rule.



When You're Done

You have one offer, one audience, one campaign action, one time window, and one primary measure.



Do This Now

- 1 Choose the offer or behavior this campaign supports.
- 2 Name the audience and the situation they are in now.
- 3 Choose one primary call to action and one campaign window.
- 4 Set the measure and baseline before creating assets.

One Campaign Job

For 30 days, move past webinar attendees who have not purchased toward booking a 20-minute fit call; measure qualified bookings, not total impressions.



Reflection

What single action should a qualified person take after this campaign?