

Juanell Teague

Focus Group Feedback™

Cut Your Learning Curve 2-3 Years™

Focus Group Feedback™ Results:

- Increased level of confidence about your unique message
- Feedback from people who will pay you for your message
- Your passion comes through with your buyers
- Foolproof your marketing materials
- Defines the marketing niche from other's point of view
- Marketing message is current with economic times

What is *Focus Group Feedback™*?

Testing your concept with your focus groups to perfect it before you use it.

What problems does *Focus Group Feedback™* solve?

Working solo creates tunnel vision which forms solutions based solely on your point of view and assumptions.

How does *Focus Group Feedback™* solve this problem?

Test marketing ensures you won't waste your time working on an approach that won't sell.

What You Will Learn:

A - Brand Uniqueness

- Ensure your marketing brand identifies your unique concept
- Ensure the subject matter is clearly defined

B - Solution Uniqueness

- Ensure your solutions to the industry problems are relevant
- Ensure the problems of the industry are from their point of view

C - Message Uniqueness

- Ensure the targeted niche has a need for this message
- Ensure your marketing message is saleable



Juanell Teague provides accelerated career transformation to speaker industry professionals and to those in transition.

"The process works! It increased my confidence level as I knew my message was totally on target. I couldn't wait to get out of the gate."

- Jack McCall

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