

RESET ACTIVITY WORKSHEET

THE 4 M'S

The most successful business owners understand that earning, improving, and mastering various areas of their lives, and thus the business, are not mutually exclusive—rather, they can exist simultaneously.

This goes for your marketing strategy—it should be CLEAR, INTENTIONAL, and EFFECTIVE. And using the 4 M's can help you develop a marketing plan that's going to DOUBLE your ROI!

THE CONCEPT OF 4 M'S

MODEL

MIMIC

MASTER

MULTIPLY