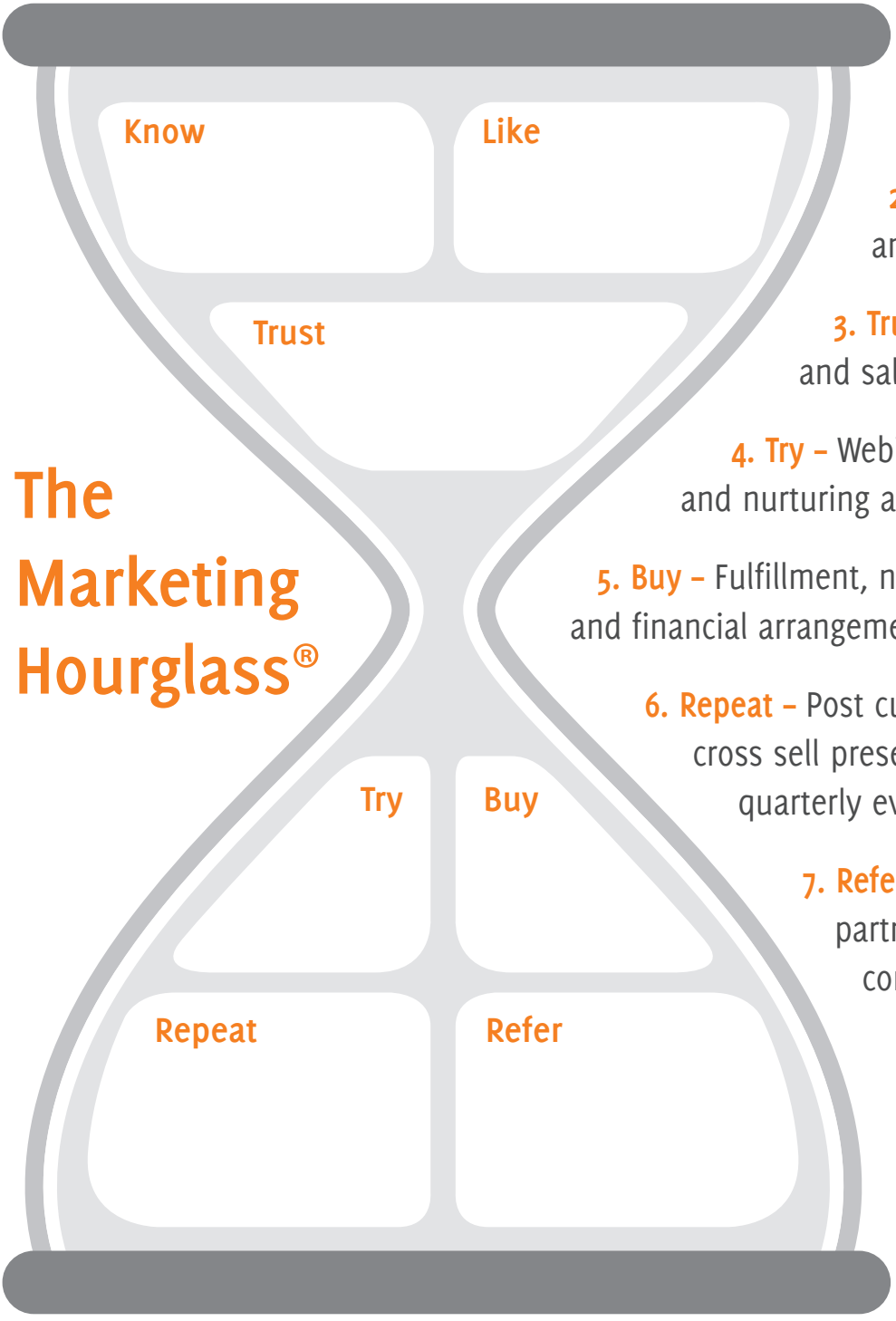
The Duct Tape Marketing Hourglass

Company Name _____ Date _____

Getting someone who has a need to know, like, and trust you with the intentional act of turning know, like and trust into try, buy, repeat, and refer creates the entire logical path for moving someone from initial awareness to advocate. The key is to systematically develop touchpoints, processes and product/service offerings for each of the 7 phases of the hourglass.



1. **Know –** Your ads, article, and referred leads

2. **Like –** Your web site, reception, and email newsletter

3. **Trust –** Your marketing kit, eBooks, and sales presentations

4. **Try –** Webinars, evaluations, and nurturing activities

5. **Buy –** Fulfillment, new customer kit, delivery, and financial arrangements

6. **Repeat –** Post customer survey, cross sell presentations, and quarterly events

7. **Refer –** Results reviews, partner introductions, and community building

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