



Hourglass Framework Worksheet



Use this worksheet to create initial strategic framework and language.

Company Name

Date

The Marketing Hourglass®

Know

Like

Trust

Try

Buy

Repeat

Refer

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