10



Marketing — 10 Gifts

The Giftbox

Give before you ask.

PURPOSE

Give the people it's for something of real value first, with nothing asked in return, and watch what they do with it.

The Giftbox

10 · MARKETING · GIFTS

OWNER _____ HERO _____ GIFT _____ DATE GIVEN _____ SCORE _____ / 50

1 The hero

Who it's for.

SCORE 1 2 3 4 5

2 The message

The line that goes with it.

SCORE 1 2 3 4 5

3 The gift

What we give.

SCORE 1 2 3 4 5

4 Why it matters to them

The value, in their terms.

SCORE 1 2 3 4 5

5 Whole on its own

Useful without buying anything.

SCORE 1 2 3 4 5

6 Who receives it

The early adopters, and how many.

SCORE 1 2 3 4 5

7 How it's given

Where and how, with nothing asked.

SCORE 1 2 3 4 5

8 What it must show

Decided in advance.

SCORE 1 2 3 4 5

9 What people did

Kept, used, passed on, came back.

Kept _____ of _____

Used _____ of _____

Passed on _____

Came back _____

SCORE 1 2 3 4 5

10 What it costs, and if it falls short

The cost per gift, and the plan B.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **The hero**	Name the hero this gift is for.	Everyone.	A hero from the Storyboard.	One hero, and the early adopters like them on the Compass.
2 **The message**	Copy the message from the Newsroom.	Our slogan.	The Newsroom's message.	The Newsroom's message, repeated back by real people.
3 **The gift**	Pick a real piece of the experience, small enough to give away and good enough to remember.	A discount or a brochure.	A real piece of the experience.	A real moment of the experience people would keep even if they never came back.
4 **Why it matters to them**	Write why it's valuable to them, in their words.	Why it matters to us.	A clear value for them.	A value they'd describe the same way, taken from what they said.
5 **Whole on its own**	Check it works on its own, with nothing to buy and no hook.	A sample with a hook.	Useful on its own.	Complete and useful on its own, with nothing held back to force the next step.
6 **Who receives it**	List who gets it, from the Compass's early adopters, and how many.	A mailing list.	Early adopters from the trend.	Named early adopters and communities from the Compass, with how many in each.
7 **How it's given**	Decide where and how you give it: no form before, no pitch after.	Behind a form.	Given freely.	Given where they already are, with nothing asked before or after.
8 **What it must show**	Write how many must keep, use and pass it on, before you give it.	Decided afterwards.	A number set in advance.	Clear numbers for keeping, using and passing on, set before the first gift.
9 **What people did**	Count who kept it, used it, passed it on and came back.	A feeling.	Counts for each.	Counts for each, compared with what it had to show, with names where people agreed.
10 **What it costs, and if it falls short**	Write what each gift costs, and what you'll do if it falls short.	A hope.	A cost and a plan B.	A cost per gift, and a plan B decided before giving.