12

Marketing — 12 Conversations

The Roundtable

Answer everyone who answers.

PURPOSE

Talk with everyone who answered, one at a time, listen to what happened to them, and learn who is ready for more.

The Roundtable

12 · MARKETING · CONVERSATIONS

OWNER _____ CAMPAIGN _____ WEEK _____ LAST UPDATED _____ SCORE _____ / 50

1 Who answered

Everyone who replied.

SCORE 1 2 3 4 5

2 Every reply answered

By a real person, quickly.

SCORE 1 2 3 4 5

3 What they did with the gift

Kept it, used it, came back.

SCORE 1 2 3 4 5

4 Who they told

Passed it on to whom.

SCORE 1 2 3 4 5

5 What they wish it did

What's missing.

SCORE 1 2 3 4 5

6 What they'd want next

More of what, and how often.

SCORE 1 2 3 4 5

7 Their words

Quotes worth keeping.

SCORE 1 2 3 4 5

8 Not yet, and why

Who was only being kind.

SCORE 1 2 3 4 5

9 Ready for more

Names, and why. Then go.

Name _____ why _____

Name _____ why _____

Name _____ why _____

Who said go _____

SCORE 1 2 3 4 5

10 What we learned

Back to the Newsroom, Giftbox and Compass. _____

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 **Who answered**	List everyone who answered the Lighthouse.	A few names.	Everyone who answered.	Everyone who answered, with where and when.
2 **Every reply answered**	Reply to every person, honestly and by name.	Some left waiting.	Everyone answered.	Everyone answered quickly, honestly, and by name.
3 **What they did with the gift**	Ask what they did with the gift.	Assumed.	Asked of most.	Asked of everyone, with what they actually did.
4 **Who they told**	Ask who they told or passed it on to.	Not asked.	Asked of most.	Asked of everyone, with who those people are.
5 **What they wish it did**	Write what they wish it did, in their words.	Our guesses.	Their wishes.	Their wishes in their own words, grouped by what comes up again and again.
6 **What they'd want next**	Ask what they'd want more of, and how often. Not “would you buy it”.	Asked “would you buy it”.	What they'd want next.	What they'd want next and how often, for everyone who answered.
7 **Their words**	Save the words worth keeping, with who said them and when.	Paraphrases.	Several quotes.	Quotes from many people, sourced and dated.
8 **Not yet, and why**	Mark who isn't ready, and why.	Everyone marked ready.	Some marked not yet.	Everyone marked, with an honest reason for each not yet.
9 **Ready for more**	Mark who is ready for more, and why. When enough are, someone says go to Service.	Everyone who was polite.	Some ready, with reasons.	The clearly ready, each with a reason in their words, and who said go.
10 **What we learned**	Write what the conversations taught you, as changes for the Newsroom, the Giftbox and the Compass.	A vague impression.	One or two lessons.	Clear lessons, written as changes for each tool.