

THE 6Ps WORKSHEET

Fill out this worksheet to identify areas in which your marketing mix can align better with your brand blueprint. If there are still outstanding questions, write those down under ‘Tomorrow’s Ps’ and revise the document once you've answered these questions.

	Today’s Ps	Tomorrow’s Ps
<p>Product. How can you improve the product/service so that it better delivers on the brand blueprint?</p>		
<p>Pricing. What’s the ideal price point of your product/service for your target consumer?</p>		
<p>Promotion. How can your marketing and communications evolve to bring your brand blueprint to life better?</p>		
<p>Placement. How can the brand's placement or distribution improve to better align with the blueprint?</p>		
<p>Process. How can a company be organized better to deliver on your consumer needs and your brand promise?</p>		
<p>People. Do you have the right people in the right positions to fulfill the needs of your consumers?</p>		

