



# 1-2-1 WORKSHEET

1. Name: Darren Doyle

3. Profession: Creative Director

2. Company: Studio93

4. Date:

## 5. USP's *Unique Selling Points.*

- Building Brands for 15+ years. We've had the privilege of peeking behind the curtain of hundreds of diverse businesses so we've seen what marketing initiatives work and equally what doesn't.

Our Process - 1) Problem definition and Opportunity  
 2) Develop Research Plan 3) Collect Relevant Data and Info.  
 4) Analyze and report Data 5) Creative Execution

## 11. Best Clients *Describe 3 of your best clients*

OMC - Internally hair and beauty organisation  
 Offaly Co Co and Offaly Tourism  
 Homestore & More  
 DPD Ireland

## 6. Good Clients *Who would be a good client for you?*

In business more than five years  
 Staff of over 10 people  
 Willing to invest 10% of turnover per year into marketing  
 Willing to take risks  
 Forward thinking  
 Want to be proactive rather than reactive in their marketing

## 12. Needed in Chapter *Which professions from your power team is missing from the chapter?*

## 7. Conversation starters or triggers *How to start a conversation about your services or what to look for to get your company into conversation?*

Turnover is stagnant  
 Low ROI on current marketing spend  
 Competition ahead with an inferior product or service

## 13. Memory Hook *Are you happy with your memory hook? If NO would you like some help or ideas.*

Marketing is a contest for people's attention.  
 We ensure you win every time.

## 8. Goals *Tell me about your goals with your company.*

2021 Goals  
 Continue to grow the video production arm of studio93  
 Take on another graphic designer  
 Get to a point where I can spend more time out of the office (working on my business not in it)  
 Win an award  
 For my staff and I to enjoy our work

## 14. Phrase to listen for *What can i listen for to get you a referral?*

Adversing doest work

## 9. Accomplishments *What are your accomplishments with them?*

Still here after 15+ years  
 Runner up in entrepreneur awards  
 Featured in the Irish Times Business page

## 15. Qualify referrals *How can i qualify a person for you to know if they are serious or not?*

Are they looking for the cheapest or the best?  
 We are NOT the cheapest :)

## 10. Strengths *What are your strengths with your company?*

Dedicated staff  
 An impressive premises (clients always comment on it)  
 Personally I'm driven (maybe to a fault) to succeed and surpass all expectations

## 16. Not a good referral *What is a bad referral for you?*

Tire kickers

## 17. Can i help? *Can i help you in any other ways?*

I'm focusing on building the video marketing arm of studio93 so any referrals in this area are much appreciated.

## 18. Follow up 1-2-1. *Plan to take action from your 1-2-1 & set goals of contacts you will ring & help that you can give. MAKE IT HAPPEN.*