

Session 3 Links

Launch / Go-to-market Strategy Example:

<https://www.roberthawthorne.com/product-and-company-launch-consulting/>

Marketing/Growth Example:

<https://www.shelbystephens.com/offer/growth-marketing-working-session>

“20 Stories” Marketing Exercise:

<https://balernum.com/20-stories-marketing-exercise>

Product Strategy Example:

<https://www.olivinemarketing.com/product-marketing>

Ideation/Brainstorming Example:

<https://www.jollyhq.com/f/nick-longo/offer/start-a-fire>

Business Strategy Examples:

<https://clarity.fm/austinlchurch>

<https://www.kateemiley.com/consulting>

EOS® Vision/Traction Organizer™ (V/TO™)

<https://www.eosworldwide.com/vto>

4 Decisions That Will Help Your Company Grow:

<https://scalingup.com/growth-guy-articles/4-decisions-that-will-help-your-company-grow/>