



Teach Notes: Priority Market Identification

Purpose

This gives you a PDF layout of your notes to present the Teach deck for Priority Market Identification to the client.

Slide 1 - Cover

- Today, we're going to walk through one of the most important early steps in your growth plan: Priority Market Identification.

Slide 2 - Definition

- This is the process of identifying which markets you are most suited to pursue with the highest chance of success.
- We're choosing which ponds to fish in where your white whales may exist.
- One thing to note about this exercise together - we're going to push you to expand your thinking, perhaps beyond markets you may have considered in the past.
- Your historical context of which markets have been successful in the past is, of course, valuable for this conversation. At the same time, I invite you open your mind as we consider which markets your next generational customers may come from.

Slide 3 - Why it Matters

- This is a key exercise to complete right at the beginning of our work together for 4 main reasons.
- It helps focus limited resources so we don't waste time chasing too many markets or the wrong ones.
- It helps align our strategy with your strengths. We want to uncover the markets where you already have a proven track record, while also expanding our thinking to other markets where your strengths may translate well.
- It aligns the team on both sides. Early alignment makes sure both teams agree on the markets we're pursuing and their viability.
- And lastly, it makes growth feel possible and specific. You should leave this step with a clear picture of who we're pursuing and why.
- Are there any questions so far?

Slide 4 - Strategic Order

- A key feature of the Measured in Millions® framework, as you learned, is the Strategic Order.

- Because the Strategic Order is foundational to our approach, we like to ensure you always know where we are in the Strategic Order as we progress.
- Priority Market Identification is the first step in the Targeting phase of the Strategic Order.
- It directly informs:
- Your Ideal Profiles
 - Dream List Development
 - Outbound Campaign Strategy
 - Messaging and Sales Tools
 - Expansion pathways
 - And even how we allocate resources
- If we skip or shortcut this, all of our downstream efforts are at risk of being misaligned. That means wasted time and wasted money - nobody likes that.
- Before we jump into the interactive portion — any questions on what we just covered?
- *Answer questions*
- Alright. Now that we're aligned on the why, we're going to shift into the how. I'll pull up an exercise on screen and we'll work through this together.