

MARKETING AS AN INTROVERT

MARKETING PLAYBOOK

YOU DON'T NEED TO MARKET LIKE AN EXTROVERT. YOU NEED A BETTER PLAYBOOK.

*Marketing isn't about talking more.
It's about building trust better.*

MY BIGGEST MARKETING CHALLENGE TODAY

What's the biggest obstacle preventing me from growing census or referrals?

THREE IDEAS I'M TAKING HOME

1. _____
2. _____
3. _____

MY INTROVERT ADVANTAGE

- Listening
- Empathy
- Authenticity
- Creativity
- Analytical Thinking
- Building Relationships
- Other: _____

LISTEN LIKE A DETECTIVE

Before my next referral visit, I'll ask:

- Where are placements getting stuck?
- What objections are families raising?
- What is creating readmission risk?

MY NEXT THREE CONVERSATIONS

1. _____

2. _____

3. _____

MY 24-HOUR COMMITMENT

- Schedule one referral visit.
- Send one thoughtful follow-up email.
- Reconnect with one dormant referral source.
- Ask better questions instead of talking more.
- Share one success story.

REMEMBER

**“Listening opens the door.
Follow-up builds the relationship.”**

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