

PARTICIPANT EXERCISE: LESSON 4 SUPPLEMENTAL

Marti Barletta: *How to Market to PrimeTime Women*

Interview Time: 27:28

1. What are the top three things you can do in your business tomorrow to “win the hearts, minds, and business” of the Prime Time woman?

2. Marti suggests several ways to tailor your marketing to appeal to the PrimeTime woman. What ideas did that give you for your business marketing plan?

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3. Describe a time when a PrimeTime woman came in your business and you were successful at listening to her story, and then, meeting her needs.

4. What are your favorite examples of your business successfully winning over a Prime Time woman customer?
