



# Virticallogic

A newsletter for thinking + feeling people alike

Presented by Gary Solomonson, Virtical Founder and Nancy Goldman, Chair  
Thought Leader Advisory Roundtable

## Checklists + Consistency + Frequency: Essential to the Crafts of Flying & Marketing

### A Pilot's Checklists.

Gene, a pilot friend once told me, "Before, during and after flights, my checklist routines are essential. Whether on the ground or in flight, there are always distractions above, below, and around the airplane as well as personal ones that can pull me away from checklist routines." Smiling he continued, "My checklists are critical to my winged craft and my craft as a pilot. Allowing distractions and assuming that all systems are okay and not honoring a checklist routine, you may miss something of importance."

### A Marketer's Checklists.

Likewise, checklists for consistently reviewing marketing messages and images are essential to your craft as a marketer who sustains your community financially and culturally. You are a sculptor and storyteller creating brand identities and

experiences, thoughtfully choosing words, images, and platforms to communicate compelling messages that attract prospects, families, referral sources and influencers. Like Gene the pilot says, distractions whether work related or personal happen and you may miss something of importance. Make quarterly marketing checklists part of your craft.



See flyers for details.

### Refresh Your Images & Messages Often to Attract New Leads.

Much like lettuce, marketing images and messages for your signature programs should be refreshed on a routine basis to maintain their 'green' and effectively attract new leads! Create marketing checklists and tick off the boxes each quarter to keep them green. Check out this month's special, part of our Green Lettuce program, focused on creating practical marketing checklists.

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