

# 12 Battles™ Framework

**01**

---

You **ACCEPT** that you deserve and will achieve guaranteed marketing ROI.

**02**

---

You **ACKNOWLEDGE** that you don't really know thy customer.

**03**

---

You **CHAMPION** market research as a do-or-die investment.

**04**

---

You **EMBRACE** the power of attribution modeling and stop accepting bad data.

**05**

---

You **OWN** an opening in the brandscape.

**06**

---

You **TORCH** your existing strategy unapologetically if needed.

**07**

---

You **ADVOCATE** for an investment in each stage of the customer journey.

**08**

---

You **CHALLENGE** your team to make powerful strategic shifts grounded in research vs tradition.

**09**

---

You **PREACH** the good word of disciplined optimization.

**10**

---

You **COMMIT** to building a pay-for-performance team around your strategy; not vice versa.

**11**

---

You **REQUIRE** a powerful CEO Marketing Dashboard and documented processes.

**12**

---

You **INSPIRE** your team to stand behind their ROI projections.

