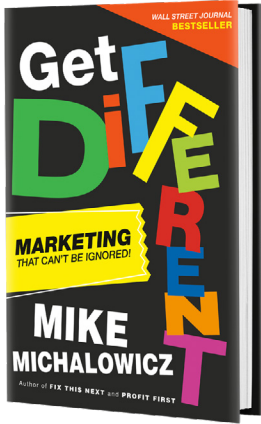


The **DAD** Framework:

Radically Improve Your Marketing



The **DAD Framework**—**Differentiate**, **Attract**, **Direct**—is a powerful method to enhance marketing effectiveness. Developed through a decade of research for the book ***Get Different***, this framework ensures your marketing stands out, engages the right audience, and drives action.

Differentiate

Break through the noise by making your message unique and attention-grabbing. Observe customer reactions to validate impact.

Attract

Compel the right audience with clear, specific benefits that resonate and create interest.

Direct

Guide prospects toward the next step with a reasonable, strategic call to action that moves them efficiently toward the ultimate goal.

To evaluate any marketing effort, simply ask: “**Is it DAD-approved?**” If it differentiates, attracts, and directs effectively, your marketing will see a radical transformation. Use the worksheets below to help you through the.



THE DIFFERENTIATE WORKSHEET



THE ATTRACT WORKSHEET



THE DIRECT WORKSHEET