**There are many ways to describe a good marketer. In fact, many qualities relevant today are not included in the list below: computer skills, social media**

1. **Boundless Enthusiasm:** Great marketers have ***passion*** for what they do oozing out of them. You never doubt they love this field, and you will never hear them say "Man! Work is SO boring. Instead, they have to control their exuberance so that they appear excited yet grounded.
2. **Creativity:**Great marketers don't do things "the way it's always been done." It isn't that we're trying to reinvent the wheel; always trying to look at that wheel in a way that no one else ever has before. Great marketers are willing to take risks with what some may call a "crazy idea." They aren't afraid to fail because the WIN feels so good when those ideas connect. These people have notebooks full of ideas scribbled down, and at the ready wherever they are and ideas might come.
3. **Loyalty:** I might not drink the beverage that I worked on when starting my marketing career, and in fact, I actually drink their main competitor daily, but I go on auto-pilot if I hear someone say something about that first brand that isn't true. Great marketers don't just work for a brand, they live that brand. This is where belief in the product or service is paramount. That brand's products or services are part of their daily lives.
4. **Know Their Audience:** The line "I've made a living out of reading people's faces..." is integral to understand one’s audience. You generally only have a couple of seconds to grab someone's attention, and great marketers need to be able to tailor their message.
5. **Adaptable:** No matter how much you plan, or how good you are, problems arise. Plans change. New legalities pop up. A great marketer can pivot and adapt and switch their entire focus at any point in any project. They don't get too tied into one plan. Great marketers don't just accept change, they thrive on it.
6. **They are Great Listeners:** If you marketers are anything like me, you love to watch people. Find out what they like, where they go, what they do. What their habits are, what makes them NEED a product...We know what questions to ask to help draw people out and allow us to get to them, when we begin as total strangers.
7. **They're Great Sales People**: Great marketers CAN truly "sell ice to an anyone." They can get that sale before the person even realizes he/she needs it. If you ever come across someone in marketing that hasn't made sales, or thinks they don't or won't need to, move along! If sales puts items on a shelf, it's the marketers that take it off, and that is because they know how to communicate clearly and show people WHY they need your product or service.
8. **See The Big Picture**: It's so easy to get bogged down in details, who needs to go where, looking at analytics, becoming overly focused on wanting to attach the brand to a specific event...it can be hard to take a step back, but we need to. The overall goals of the company must always be top of mind, and our first thought when deciding what to get involved with, what can wait, and what we can pass on.
9. **Storytellling:**You definitely want someone that can tell great stories that not only draw people in, but are able to relate to. To get people excited about and choose your company over any others in the same category, you need someone that can get people to FEEL deeply and emotionally connect with the stories you are telling. You want someone that can get people to see themselves already using your brand in their lives, not just thinking it might be fun to try once.
10. **Team Player:** Great marketers know they don't work alone. Marketers best work is not born out of a boardroom or silo. Sales, Finance, Logistics...marketing is dependent and must work well with all of the employees in these various divisions. Teamwork is imperative to effective marketing, and great marketers are humble enough to realize this.

**Relationships:**  all the above qualities should enable you to be a “Relationship” builder.

**Activity/Task**

1. *Copy the 10 traits/qualities.*
2. *Circle the trait that is your strength.*
3. *Put a box around the trait/quality that you deem needing work.*
4. *Find an article, journal, video or resource that focuses on developing this trait/quality.*
5. *Read it/watch it and be willing t share in class*.

Have it ready for next class!