

5 Checks of Working with a Marketing CTO



Nick Temple

Foreword by Mitchell Levy

An Actionable Business Journal



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5 Checks of Working with a Marketing CTO (Book Excerpt)

Factors to Check Before Deploying Ideas

Nick Temple

**Foreword by
Mitchell Levy**



An Actionable Business Journal

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Dedication

For Malissa, fast Mustangs, and cross-country trips. May the journey never end!

How to Read a THiNKaha® Book

A Note from the Publisher

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Mitchell Levy, The AHA Guy at AHAtthat
publisher@thinkaha.com



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Foreword

Anyone who has worked in business for any length of time has discovered that there are (at least) two different ways of looking at each product: through a marketing, business-centric view and a technological, best practices, elegant view.

So many times, these views butt heads, and it is the rare individual who has the capability to balance the requirements of marketing: customer satisfaction, fast turnaround, and inexpensive implementation with those of technologists—clean code, elegant design, and rock-solid performance.

I met Nick at a marketing conference in 2017, and it quickly became apparent that he is one of those rare individuals who can see both sides: the need for maintainable systems coupled with the business requirements to launch.

When running a business, the CEO should be spending their time marketing and selling their product/service, not building them. While focusing on the needs of the existing and new clients, every CEO could use a Marketing CTO, an individual who can discuss the pluses and minuses, the time to market vs. cost of deployment, and the short-term vs. long-term implications types of questions that allow the CEO's idea to get to the market in a quick and efficient way for today, while having scalability built into the design and maintenance for the long term. When thinking about your next business idea, ask yourself, "Do I have a Marketing CTO I can turn to?"

I'm happy to have helped bring this book together and to bring you *5 Checks of Working with a Marketing CTO*.

Mitchell Levy, The AHA Guy



Share the AHA messages from this book socially by going to
<http://aha.pub/5Checks>

Section I

Growing Your Business

Growing a business and making it successful can be a difficult yet rewarding endeavor. What does it take to make your business grow? What do you need to be successful? You must have the proper mindset, attitude, knowledge, and tools to help you and your team scale the business while maintaining its integrity. We all have many ideas every day—which ones will make an impact on the bottom line?

Watch this video: <http://aha.pub/5ChecksS1>

1

There's a trade-off between doing it "right" and "good enough." Is it good enough to ship? #MarketingCTO

2

Help the people you work with be the best that they can be. Have you adopted this motto yet? #MarketingCTO

3

Core principles of success include being open and honest. That means sometimes delivering bad news. #MarketingCTO

4

How do you grow your business? Find the key leading metrics and focus on them. #MarketingCTO

5

Find someone on the outside who'll
give you honest feedback and has no
vested interest in selling you something.
#MarketingCTO

6

You grow your business by creating appropriate metrics around revenue and customer engagement. #MarketingCTO

7

Don't spend all your resources in making something that looks good but doesn't engage your customers. #MarketingCTO

8

Focus: Follow the 80/20 rule, and reach the 20% of customers who are going to make an impact. #MarketingCTO

9

What makes your business unique?
What makes you different? #MarketingCTO

10

If you're an entrepreneur with many ideas,
do the 20% of the work that will get you 80%
of the value. #MarketingCTO

11

Get your product out there as quickly as
possible, and then figure out where to go
from there. #MarketingCTO

12

Streamline and put processes in place so when there's development to be done, it's done in a testable way. #MarketingCTO

13

Ask yourself, "How does this align
with what I'm trying to do long term?"
#MarketingCTO

14

Successful people complete small projects that are in alignment with their bigger goal.
#MarketingCTO

15

Have project lists, like "Active Projects," "Maybe Later," and "Parking Lot." Review often. #MarketingCTO

16

If you do projects that don't align with your larger goals, you'll end up spreading yourself too thin. #MarketingCTO

17

Revenue is an indicator of positive exchange. Are you providing value to your customers? #MarketingCTO

About the Author



Nick Temple is the founding consultant of Temple Rocks, Inc., a leader in emerging and transformative technologies located in the San Francisco Bay Area/Silicon Valley. Temple offers high-perspective business planning and management, app engineering, integration, and strategic implementation. We specialize in helping people who have working software systems but need to take them to the next level, especially in the field for transformative technologies. Nick is a hands-on software engineer, entrepreneur, and marketer. He is driven by knowing both business systems, as well as technology, and uses his industry experience to help companies and people grow productively and profitability. Nick builds and runs highly scalable systems that have millions of users, as well as helping entrepreneurs bring new ideas from ideation to scale. His company handles projects from ecommerce to gaming and augmented reality, with a focus in the wellness space, including cloud, IoT, desktop, and mobile applications.



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Find ways to stay in your lane, and focus on being good at what you want. Do what you love and love what you do. #MarketingCTO

If an idea seems worth pursuing, come up with an inexpensive experiment to validate it.
#MarketingCTO

Have somebody who can think through both the marketing side and how to leverage technology to get to that goal. #MarketingCTO

The key to product adoption is to create a solution that solves a problem that people actually have.
#MarketingCTO

Successful people complete small projects that are in alignment with their bigger goal. #MarketingCTO



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