

# Marketing Strategy Intensive

Aligning to The Customer Journey



Do you know where  
your **NEXT 10** clients  
are coming from?

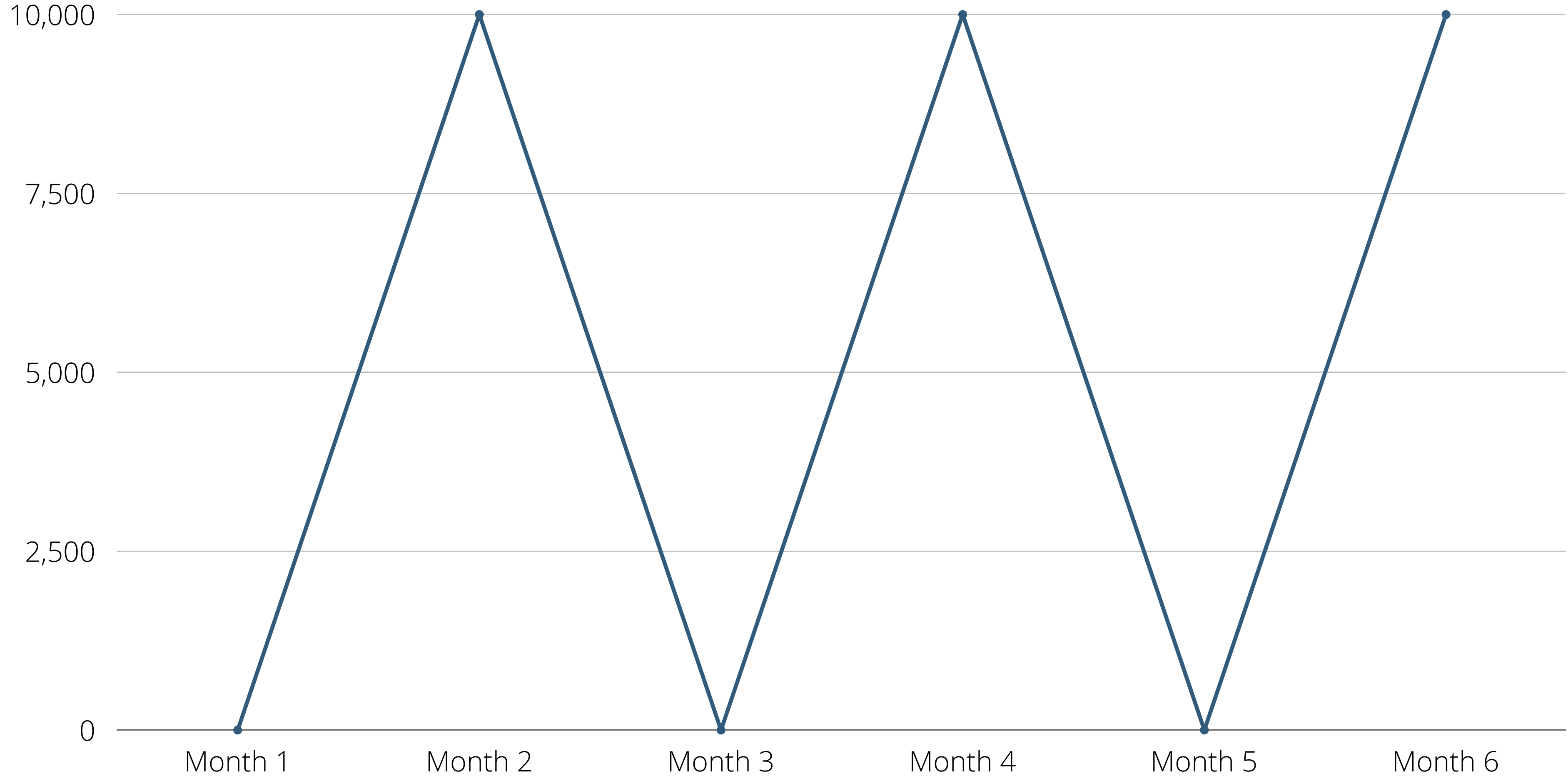




Do you know where  
your **LAST 10** clients  
came from?

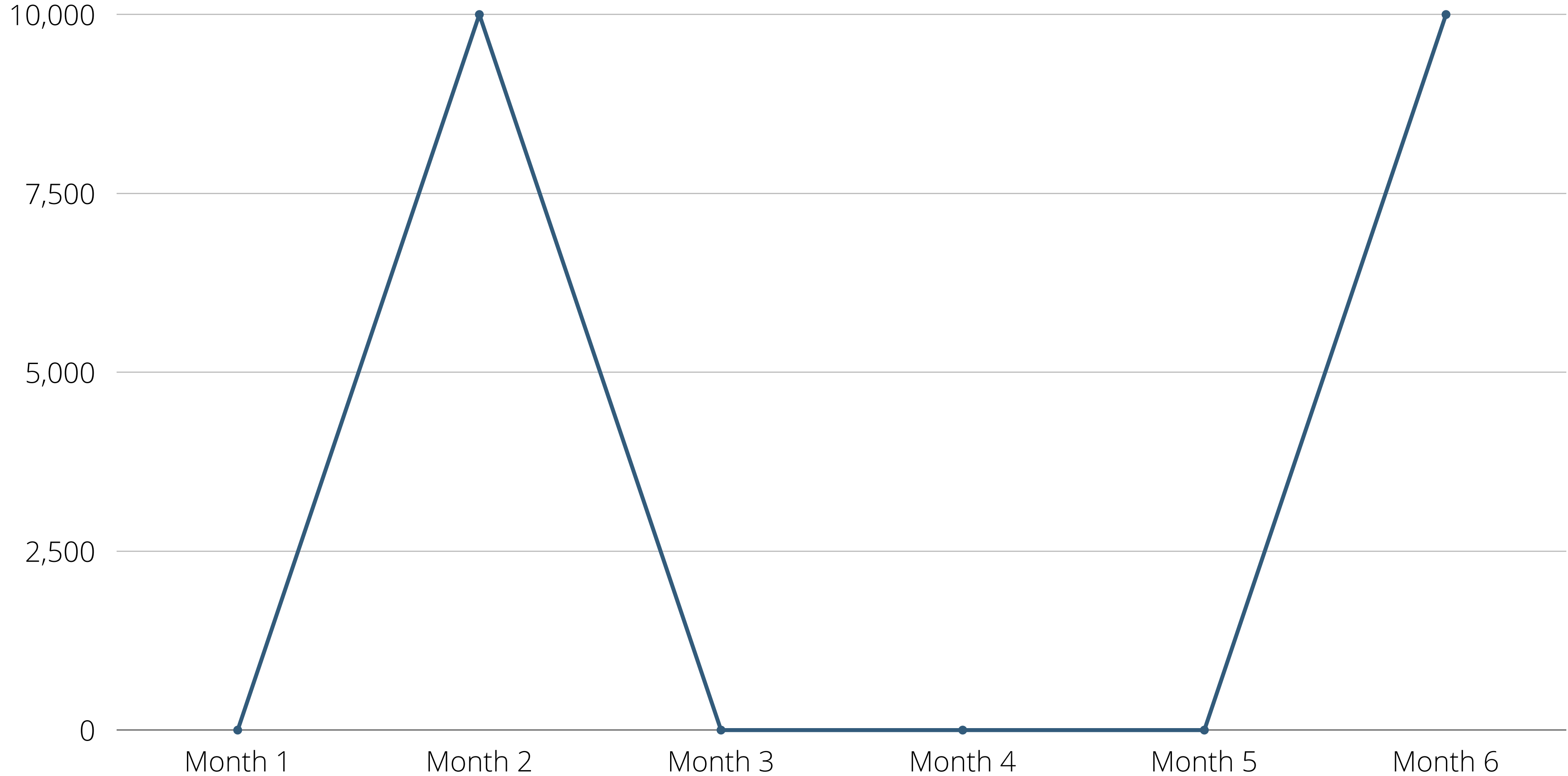


# Feast or Famine Cycle





# Feast or Famine Cycle



# Your Marketing Mix

01

People

02

Product

03

Process

04

Position

05

Price

06

Promotion



# People

1

2

3

4

5

6

7

8

9

10

worst fit



best fit

# People

1

2

3

4

5

6

7

8

9

10

worst fit



best fit



# People

1 2 3 4 5 6 7 8 9 10

worst fit ○ ————— ○ best fit

# People



worst fit

best fit



## WORST FIT

- » All talk and no action
- » Pays for courses over support
- » Always shifting to next idea and shiny object
- » Thinks ready to scale when not out of startup stage
- » Excuses excuses excuses
- » Abdicates decision making by listening to too many people
- » Always looking for sexy solution vs. rinse and repeat

VS.

## BEST FIT

- » Expert Business
- » Already making \$10K - \$20K, but not sure how to scale without burnout
- » Ready for 2 week vacation but not sure how to unplug from biz
- » Has invested in 'gurus' but needs a true expert
- » Exhausted with 'working hard' vs. 'doing hard work once' processes
- » Tired of content creation hamster wheel
- » Ready to let go of 'death grip' control and accept support

# Discover Your Ideal Client

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- »» 100 Conversations Challenge
- »» Audience Surveys
- »» Paid Client Intake Forms







## Key Questions



### **WHAT ARE THEIR BIGGEST CHALLENGES?**

What do they say they are struggling with BEFORE working with you?



### **IS IT A SYMPTOM OR THE TRUE PROBLEM?**

Do they understand the true underlying issue or are they focused on symptoms?



### **WHAT HAVE THEY DONE SO FAR?**

What actions have they taken to figure this out BEFORE working with you?





## Key Questions



### **WHAT IS THE DESIRED OUTCOME?**

What RESULTS are they wanting to achieve after working together?



### **SO THAT SHE CAN...**

What does that outcome allow her to do/be/feel/have/experience that she couldn't before?



### **HOW READY IS SHE?**

On a scale of 1 - 10, is she ready to go 100% all in to achieving those results?

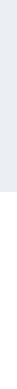
# Product/Program/Service



Your offer isn't the TOOLS.  
It's the PROMISE.



# The Promise



What is the problem you solve?



What results can you deliver?



*before*

Where is your client stuck prior to working with you? What is she doing/saying/feeling/experiencing? Make a list of 10 ways she may be stuck or struggling.

What RESULTS does your client experience after working with you? What is she doing/saying/feeling/experiencing? Make a list of 10 results!

*after*



# Process



What are the steps or pillars?



How is it delivered?



What is the customer experience?

# What Is The Process?



01

Step 1

Pillar 1

02

Step 2

Pillar 2

03

Step 3

Pillar 3

04

Step 4

Pillar 4

05

Step 5

Pillar 5



*Offer Delivery*

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**DONE FOR YOU SERVICES**



**CERTIFICATIONS**



**COACHING | TRAINING**



**RETREAT | WORKSHOP | CONFERENCE**



**LIVE VIDEO | WEBINAR | LIVESTREAM**



**VIDEO | DVD**



**LIVE GROUP CALLS**



**AUDIO MP3 | CDS**



**TOOLS | TEMPLATES | DIY**

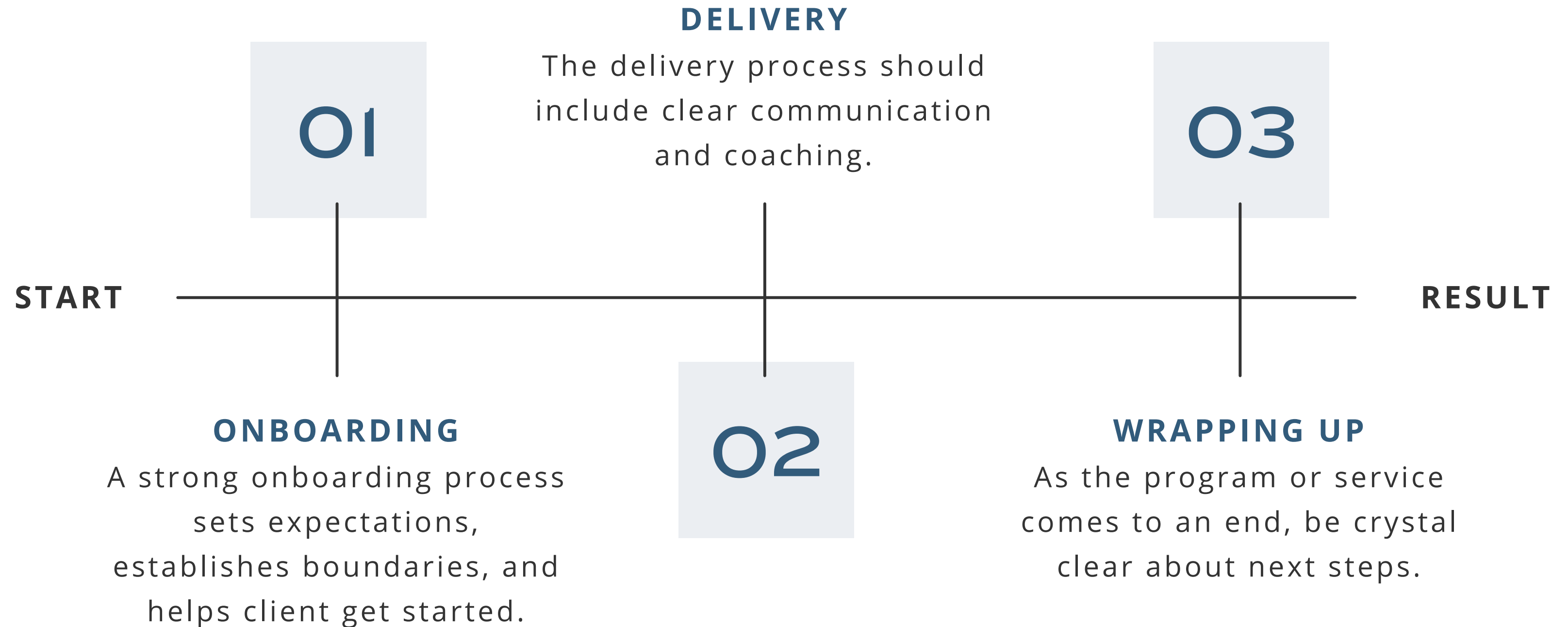


**BOOKS | TRANSCRIPTS | WORKSHEETS**





# Client Delivery System



# Position

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Experience + Expertise



Values



High-Touch vs Low-Touch



Quality



Prestige



Brand



Messaging



Pricing



Convenience



Speed



Different is Better than Better!

Sally Hogshead

# Price



What is the pricing strategy?



How does the price position the offer?



What is the price?

## \$1,000 WEBSITE

250 Sales

12,500 Audience Size



Low Price High Volume



Template



Low Touch



Less Sophisticated Client

## \$10,000 WEBSITE

25 Sales

1,250 Audience Size



High Price Low Volume



Custom



High Touch



More Sophisticated Client



# Promotion



How aware is your potential client?



Where is your potential client?



What do they need to know to make a buying decision?



Symptom Aware  
or  
Problem Aware

# Stages of Awareness

## Symptom

Unaware of problem.

Focused on quick fixes.

Requires education.

## Problem

Aware of problem.

Unsure of best solution.

Requires nurturing.

## Solution

Aware of solutions.

Weighing options.

Requires details.

Symptom Aware

Problem Aware

Solution Aware

Attract

Engage

Nurture

Invite

Delight





**Attract**

**Engage**

**Nurture**

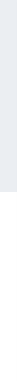
**Invite**

**Delight**

# ATTRACT

Stage 1:: At this point in the customer journey, they are BRAND NEW to you, your brand, and your message. They may be symptom or problem aware. Your goal is to move them towards engaging with your business.

# Search Engine Optimization



Website Optimized for SEO

Content Optimized for SEO

Content Posted on YouTube

Content Posted on Pinterest

Hashtags on Instagram or TikTok

Google My Business

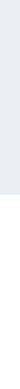
## SEO PROS

- ✓ FREE
- ✓ Sends organic traffic
- ✓ Content in front of people when they are actively searching

## SEO CONS

- ✗ Takes time to see results
- ✗ Requires lots of optimized content
- ✗ Rules change constantly

# Other People's Audiences



Referrals

Networking

Public Speaking

Podcast Interviews

Publicity & Media

Guest Posting or Contributing to Other Websites

Joint Venture Partnerships

Live Events



## OPA PROS

- ✓ Free
- ✓ Builds credibility & authority
- ✓ Accelerates know, like, trust
- ✓ Access to warm engaged audience
- ✓ Access to paid audience

## OPA CONS

- ✗ Visibility mindset
- ✗ Requires followup  
followup followup

# Discovery Engine



TikTok

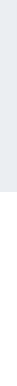
## DISCOVERY PROS

- ✓ Free
- ✓ Speed to test messaging
- ✓ Quickly build and engage audience
- ✓ More demand than content

## DISCOVERY CONS

- ✗ Visibility mindset
- ✗ Requires consistent content 5+ times per week

# Cold Outreach | Direct Mail



Cold Pitch via Mail | Email | DM | Phone Call

Lumpy Mail Campaign

Direct Mail Campaign

Postcard Campaign

## COLD OUTREACH PROS

- ✓ Can directly target cold audience
- ✓ Stands out to potential clients
- ✓ Opportunity for creativity

## COLD OUTREACH CONS

- ✗ Takes time and money
- ✗ Often requires multiple followups



# Advertising



Google Adwords

YouTube Ads

Pinterest Ads

Facebook + Instagram Ads

TikTok Ads

Local Advertising

Sponsoring Events + Conferences

## AD PROS

- ✓ Instant traffic
- ✓ Can directly target cold audience
- ✓ Can retarget warm audience

## AD CONS

- ✗ Paid
- ✗ When ads stop, traffic stops
- ✗ Requires lots of optimization
- ✗ Rules change constantly
- ✗ Costs are rapidly increasing

# ENGAGE

Stage 2:: Once a potential client discovers your business, your goal is to exchange contact information so you can continue building the relationship. They understand there is a problem and are looking for help to solve it, but they do not yet know about how you can help.

# Request for Consult/Proposal

- »» Perfect for high-touch, service-based businesses
- »» Ideally potential client books call after reviewing sales or information page
- »» Opportunity to gather information prior to call and pre-qualify potential client



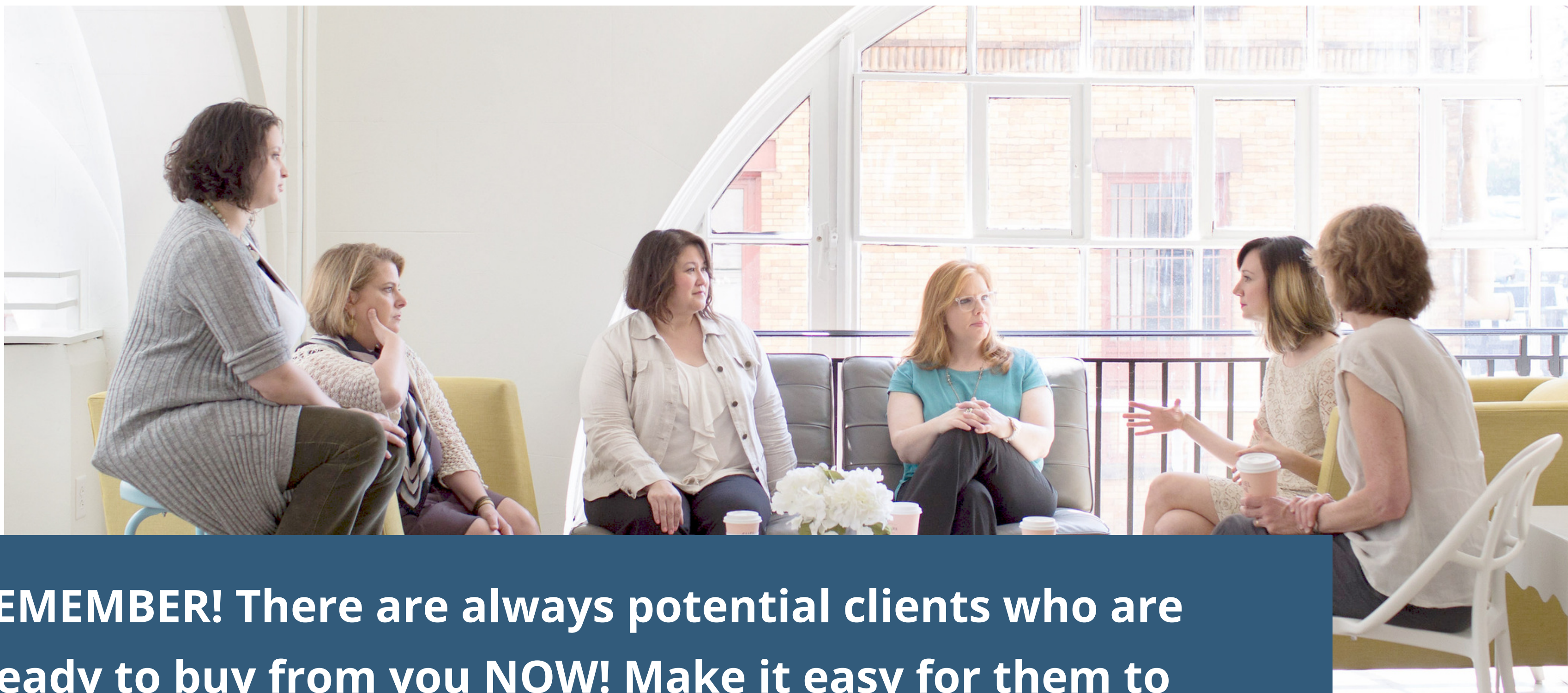


# Design a Powerful Pink Spoon

- » Solves the #1 challenge or frustration your ideal client is struggling with
- » Exposes the GAP between their symptom and the true underlying problem
- » Provides true value & gives taste of what else you have to offer







**REMEMBER! There are always potential clients who are ready to buy from you NOW! Make it easy for them to know the next step in your Welcome Sequence.**

# Pre-Consult Email Sequence

01

## CONSULT CONFIRMATION

A quick email with all the details confirming the day/time of consult.

02

## CASE STUDY

Share the RESULTS you have gotten for other clients.

03

## QUALIFIERS

What are the top 2-3 things they need to get results?

04

## WHAT DRIVES ME

Share why you are so passionate about this work.

05

## #1 MISTAKE

The #1 mistake - that many people are making on this journey.

06

## GAME HAS CHANGED

What got you here won't get you there.



# Freebie Welcome Sequence

01

## HERE'S YOUR FREEBIE!

A quick email sharing how to access freebie and asking them to hit reply and share.

02

## MEET YOU

Share your story + the WHY behind your work.

03

## THE TOP 3 MISTAKES

What are the top 3 mistakes your potential clients are making right now?

04

## THE BONUS RESOURCE

Point towards another free resource or best content to help overcome challenges.

05

## HAVE YOU DONE THIS?

Have they implemented the resource? If not, here's the next step.

06

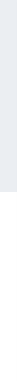
## BOOK CONSULT

Once they've had a chance to digest your content, are they ready to get support?

# NURTURE

Stage 3:: This is the stage of building the know, like, trust of your relationship by consistently sharing inspirational, helpful, relevant, useful content that moves the potential client from problem aware to solution aware.

# Nurture with Connection



Personal Outreach (Email, Phone, DM)

Snail Mail

IRL Connections

Facilitate Introductions or Connections

Share Useful Information + Content





### **MAKE LIST OF 25 PEOPLE**

These are the people in your network you want to cultivate real relationships with



### **MAKE SURE YOU'RE CONNECTED**

Get their email, mailing address, phone number, Voxel, social media channels



### **TOUCH BASE 1X A MONTH**

Make sure you're connecting in some way on a monthly basis



### **DELIGHT DELIGHT DELIGHT**

Drop a thank you note in the mail. Send a birthday card. Celebrate them!





### **CREATE NOTE FOR CONNECTIONS**

When attending an event, keep track of who you talked to!



### **EXCHANGE CONTACT INFORMATION**

Get their email, mailing address, phone number, Voxer, social media channels.



### **FOLLOWUP POST EVENT**

Touch base with the connections that you made - set up time to chat.



### **PROVIDE VALUE**

As you build the relationship, always think about how you can help them. Reciprocity!





### **HOST A THANK YOU PARTY**

If you don't have a community to plug into, create one by hosting events



### **MAKE LIST OF 10-25 PEOPLE**

Ideally this list is local(ish) people you will invite to your Thank You Party



### **INVITE THEM +1**

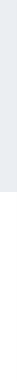
For each person on your list, ask them to bring a friend they want to thank/celebrate!



### **MIX AND MINGLE**

Introduce yourself to every new person at your event!

# Nurture with Content



Newsletter

Podcast

Blog

Video

Social Media



## WHAT ARE YOU KNOWN FOR?

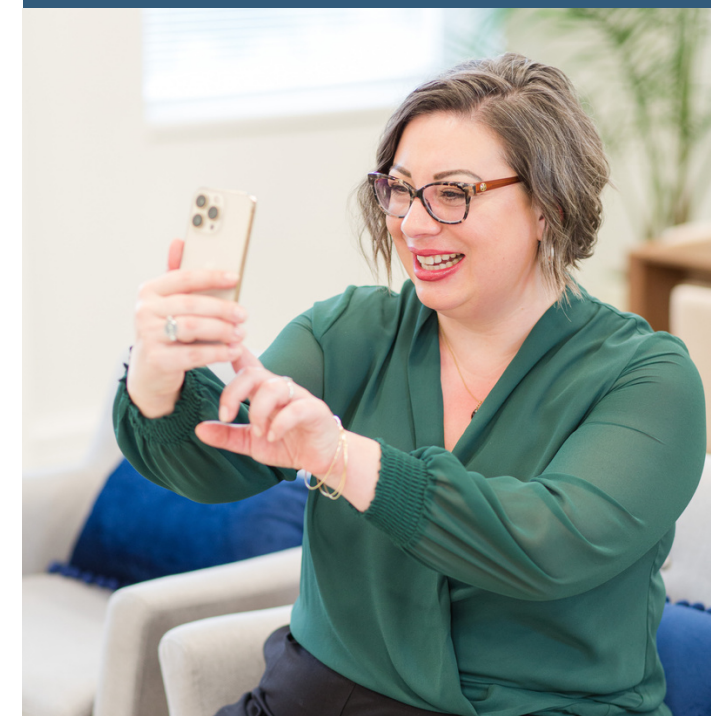
When people think of you, what are the topics they think of when describing your work?

## WHAT IS MOST POPULAR CONTENT?

Check your data!

## WHAT DOES YOUR DREAM CLIENT WANT TO KNOW?

Remember - these are often SYMPTOMS of the bigger problem your program/service solves.



# Content Buckets

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**PRODUCTIVITY + PLANNING**



**MARKETING + SALES**



**REVENUE + PROFITABILITY**



**SYSTEMS SYSTEMS SYSTEMS**



**SUSTAINABLE SCALING STRATEGY**



**CEO MINDSET + LEADERSHIP**





# Content Ideas for Each Bucket

01

## THE OPPORTUNITY

Why should your audience care about this topic? Share why it's relevant to them.

04

## THE MINDSET SHIFT

What do your potential clients need to believe to commit to this process?

02

## THE MYTHS

What is holding back your potential clients from taking action or seeing results?

05

## THE SMALL WIN

Potential clients need to not only trust you, but trust that they can actually do it!

03

## THE MISTAKES

Show your potential clients that you know the challenges they will face on this journey.

06

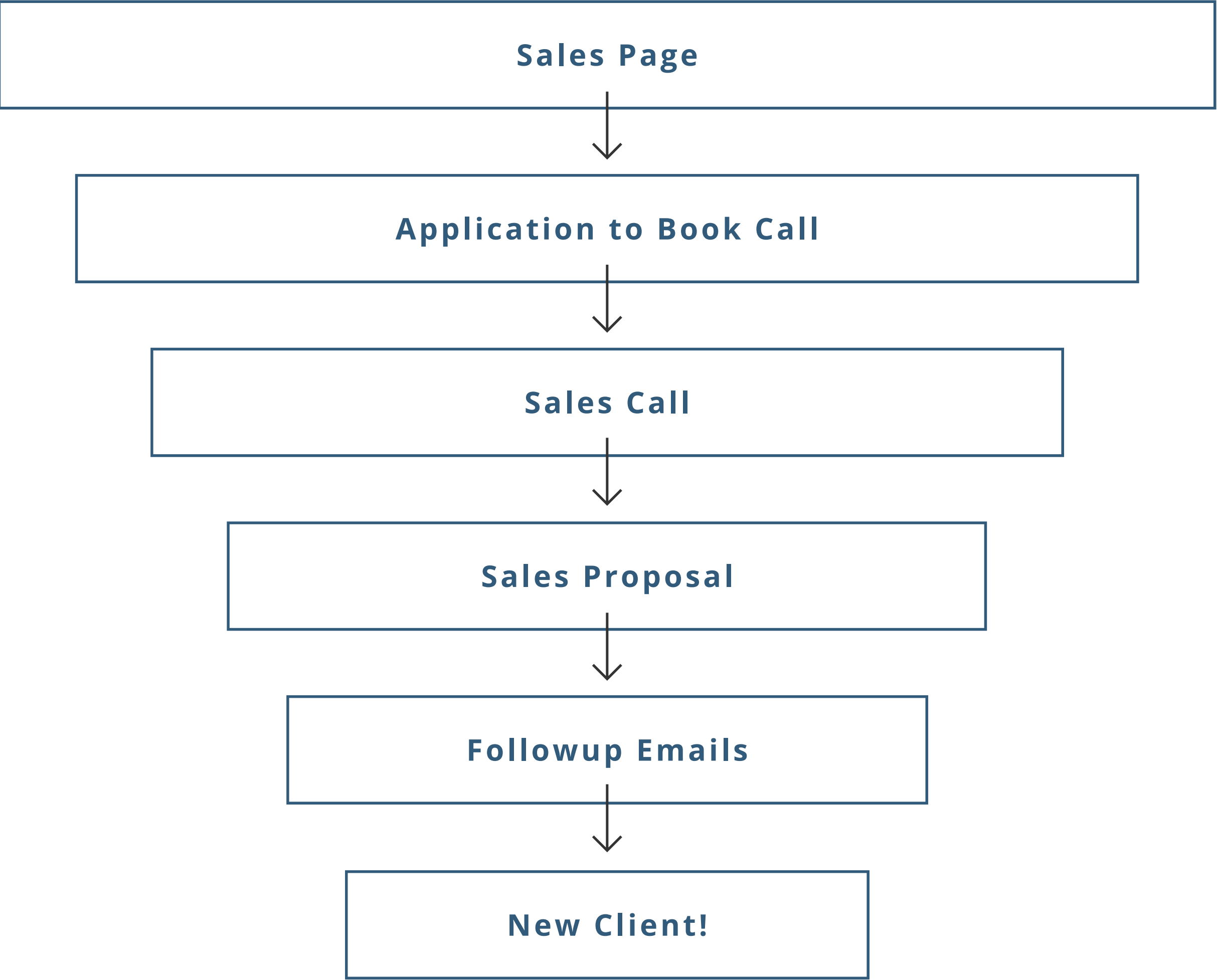
## THE CASE STUDY

You can't just tell people you can help - you must show them proof you have done it!

# INVITE

Stage 4:: At this stage, your potential client should be solution aware and all the nurturing you've been doing has built the know, like, trust in you and your brand. Now it's time to share how your offer is the perfect solution to their problem.

*#1 Sales Process*



*Leveraged Sales*

**Pre-Launch Nurture Content**



**Webinar | Challenge | Video Series**



**Sales Page**



**Sales Emails**



**New Clients!**

*Hybrid Sales*

**Pre-Launch Nurture Content**



**Sales Page**



**Sales Emails**



**Invite to Sales Call**



**Followup Emails**



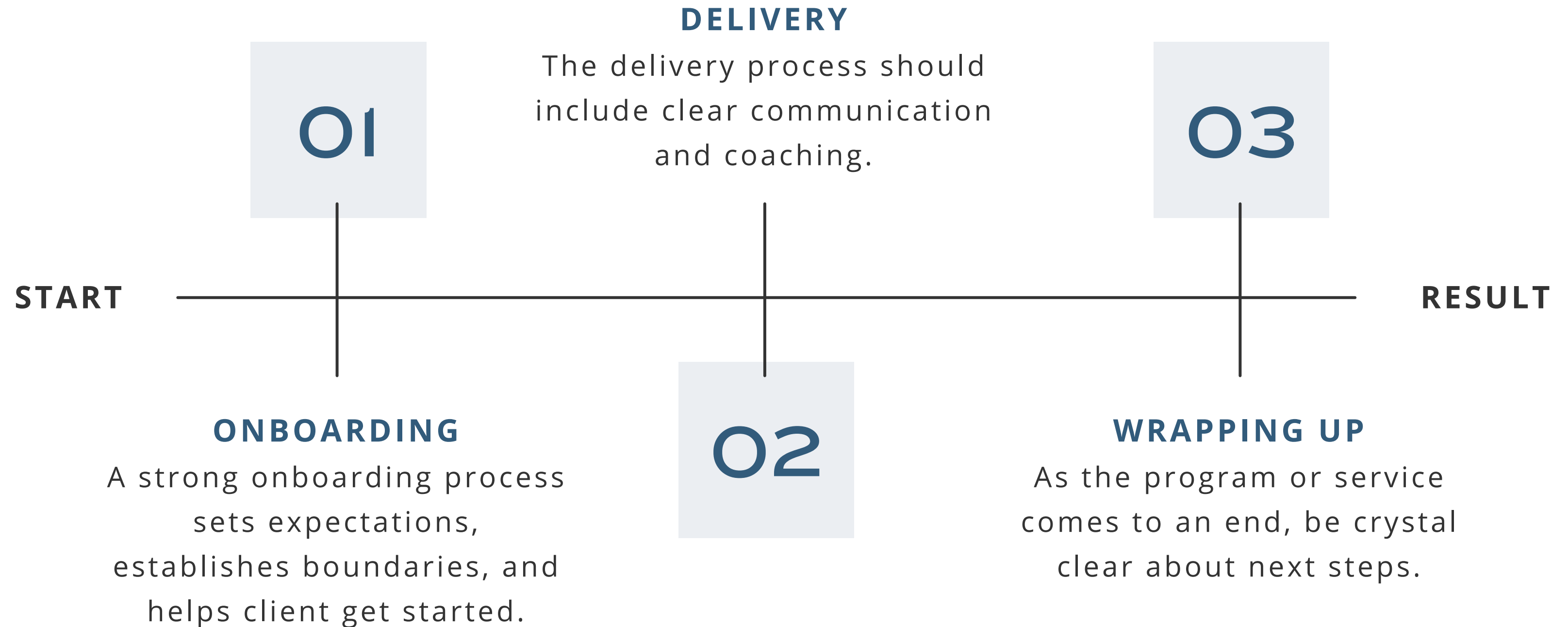
**New Client!**

# DELIGHT

Stage 5:: Your potential clients are now paying clients! It's time to focus on RESULTS, retention, rave reviews, referrals, and repeat business.



# Client Delivery System



## ESSENTIAL SYSTEMS

- Scheduling
- Invoicing/Billing
- Contract/Terms
- Access Granted
- Communication Channels

## GETTING STARTED

- Intake Process
- How to Get Best Results
- Getting Started Homework

## NEW CLIENT GIFT

- Recommended Reading
- Printed Workbooks
- Tools for Success
- Something to Delight

## KICK OFF CALL

- Setting Expectations
- Review Program Details
- Gather Client Information
- Set Clear Goals

*delivery process*

## COMMUNICATION

- Client Newsletter
- Call Reminders
- New Content Announcements

## COACHING

- Goal Setting
- Overcoming Challenges
- Mindset Mindset Mindset

## CHECKINS

- Be Proactive!
- Reach Out to Quiet Clients
- Accountability to Process

## CELEBRATE

- Big Wins
- Small Wins
- Mindset Breakthroughs
- Taking Consistent Action

wrap up process

## WRAP UP SESSION

- Review Initial Goals
- Review Progress So Far
- How Do They Feel About Progress?
- Set New Goals

## WRAP UP EMAIL

- Thank You
- Next Steps
- Final Deliverables
- Request Testimonials

## WRAP UP GIFT

- Thank You Card
- Signature Wrap Up Gift
- Surprise Bonus
- Gift Certificate to Future Services

## NEXT STEPS

- Repeat Program/Service
- Retainer Service
- Next Level Program

**Attract**

**Engage**

**Nurture**

**Invite**

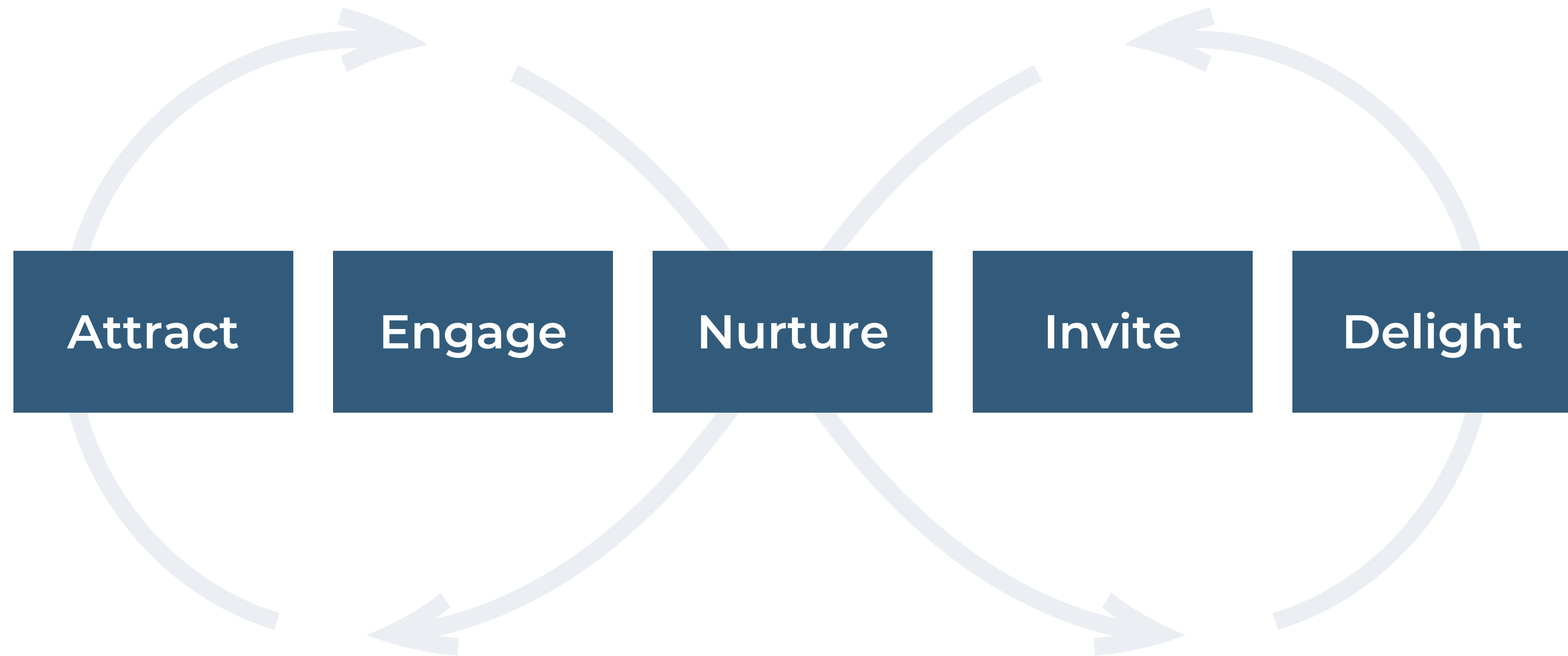
**Delight**

3-6 Months

1-3 Months

Next 30 Days







# Your Marketing Mix

01

People

02

Product

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Process

04

Position

05

Price

06

Promotion



## *Meet Meg Anne Ford*

01

Parents of Strong  
Willed Kids

02

Less Struggle  
Happy Families

03

CLEAR  
Framework

04

Experience  
Education

05

\$2500



*Meet Meg Anne Ford*

TikTok +  
Interviews

Respectful  
Kids Training

\$

Podcast +  
FB Group

Be Kind  
Coaching

Happy  
Families



## *Meet Nicole Rankins*

01

Pregnant Moms

02

Feel Confident +  
Empowered

03

Beautiful Birth  
Prep Process

04

Practicing OBGYN

05

\$297



*Meet Nicole Rankins*

Ads +  
Search

Birth Plan  
Training

\$

Podcast

Birth  
Course

Empowered  
Mamas





## *Meet Stacey Harris*

01

Business Owners  
with Podcast

02

Podcast That  
Converts to Clients

03

Uncommonly More  
Process

04

Audio Engineer  
Podcaster  
Strategy

05

\$1000+/mo  
Retainer





## *Meet Stacey Harris*

Interviews +  
Referrals

Private  
Podcast

UM Podcast

Podcast  
Strategy

Consistent  
Content



## *Meet Brigitte Lyons*

01

Expert  
Entrepreneurs  
Looking for Visibility

02

Podcast Interviews  
on Top Rated Shows

03

Podcast Ally  
Strategic Process

04

10+ Years PR Expert

05

\$1500+/mo  
Retainer



## *Meet Brigitte Lyons*

Interviews +  
Referrals

Application  
for Consult

Email  
Sequence

Pitch  
Strategy

Consistent  
Visibility

# Hot Seat #1

01

People

02

Product

03

Process

04

Position

05

Price

06

Promotion

# Hot Seat #1

Attract

Engage

Nurture

Invite

Delight

# Hot Seat #2

01

People

02

Product

03

Process

04

Position

05

Price

06

Promotion



# Hot Seat #2

Attract

Engage

Nurture

Invite

Delight

# Hot Seat #3

01

People

02

Product

03

Process

04

Position

05

Price

06

Promotion

# Hot Seat #3

Attract

Engage

Nurture

Invite

Delight

# Hot Seat #4

01

People

02

Product

03

Process

04

Position

05

Price

06

Promotion

# Hot Seat #4

Attract

Engage

Nurture

Invite

Delight