

Marketing Success Group Coaching Program

Program Content

Pre-Course Material and Homework

- Complete Business Evaluation and submit to Coach
 - Complete Business Profile and submit to Coach
 - Complete Marketing Analyzer and submit to Coach
 - Gather all your current marketing and advertising materials for first class
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Class 1

Discovery

- **Introductions**
- **Set Goals** - Identifying goals and expectations (where you are and where you want to go)
- **Resources** – identifying in house resources – (database program, software, staff time)
- The need to shift from being sales oriented to becoming marketing oriented
- The purpose of marketing
- What is the definition of marketing
- Innovation and Marketing: Your inside reality and your outside perception
- **Identify Your Target Market** – determining your ideal target customer
- Determine your customers' value hierarchy and give them what they really want
- **Discovery Questions** –

Homework:

- *Prepare list of customers and competitors to survey*
 - *Complete Target Market Worksheet*
 - *Cleanup Database Program*
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Class 2

Differentiate and Dominate – developing your Core Marketing Message

- Build a compelling case for your products or services
- **Develop What You Do For a Living Statement**
- **Develop “Talking Logo”**
- **Prepare Customer and Competitive Surveys**

Homework

- *Conduct Customer and Competitor Surveys*
 - *Complete What Do You Do For a Living Worksheet*
 - *Complete Core Message Worksheet*
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Class 3

Give Them an Image – communicating the complete marketing package

- **Analyze and Compare Survey Results**
- Create identity elements for your marketing, sales fulfillment, and customer service processes
- Introduce the identity audit
- **Marketing Story** – telling your story to create meaning
- **The Product Service Package** – developing the marketing hourglass approach

Homework

- *Complete Identity Element Audit Worksheet*
- *Complete Marketing Hourglass Offerings*

Class 4

Educational Marketing Materials – developing marketing materials that turn prospects into clients

- **Introduce the Marketing Kit** contents and how to use
- Create content that educates for all your marketing materials
- How to write your **Core Message**
- Writing headlines with **Headline Starters** and the **Headline Bank**
- Introduce the Headline Bank
- The power of testimonials in your marketing materials
- The testimonial request letter and how best to use this

Homework

- *Complete Case Statement Outline Worksheet*
 - *Write 10 Headlines for your business using Headline Starter concept*
 - *Write 10 headlines using the Headline Bank concept*
 - *Identify 5-8 clients that would be willing to provide you a testimonial*
 - *Send out testimonial request letter*
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Class 5

Business Advertising – every sales starts with a lead

- Introduce **2-Step, Direct Response Advertising**
- Determine an information product you can offer your target market
- Introduce **AIDA Marketing Ad Formula**
- How to write ads that get results
- Introduce the **Writing Level Ad Evaluation Worksheet**
- Learn what type of advertising/media makes the most sense for your business
- Create a marketing plan

Homework

- *Determine different reports or products you can offer in your 2-Step Campaign*
 - *Write 2-3 offers using headlines and AIDA Ad Formula*
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Class 6

Establish Your Lead Generation Trio – Advertising, a Referral System and Public Relations

Direct Mail Advertising

- Review the elements of successful direct mail letters
- Creating **Level 4 and 5 Direct Mail copy**
- Research and create your perfect direct-mail list
- Format for writing your primary sales offer letter
- Copywriting tips for business letters
- The **“lumpy” sales letter**
- How to test your letter to a sample list
- Why you need a second letter

Homework

- *Complete the Perfect Sales Letter Outline*
 - *Write 2 direct mail ads using the elements identified in class*
 - *Write a letter to present customers using elements identified in class*
 - *Evaluate ads using Writing Level Evaluation Worksheet*
 - *Identify Customers and Clients that you don't presently engage with*
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Class 7

Referral Marketing – Building a Systematic Active Referral Marketing Machine

- **Benefits** of referral marketing
- **Elements** of an effective referral strategy
- Ways to target your prime referral sources
- **Rules** of referral marketing
- Making referrals and expectation of doing business with you
- Ways to educate your referral sources in order to receive qualified referrals
- **Five Core referral offers**
- How to identify **Strategic Partners** in your industry

Homework

- *Create your Ideal Referral Description Worksheet*
 - *Create your Referral Education Process Worksheet*
 - *Develop your referral offer or promotion*
 - *Identify at least 5 potential strategic partner industries that complement your specific industry*
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Class 8

Public Relations – Building Earned Media Attention and Expert Status

- What are public relations for small business owners?
- How to target your media sources
- The **primary tools** of your public relations campaign – **the pitch letter, news release and publicity kit**
- How to write a news release
- The elements of your Publicity Kit
- How to write articles for publicity
- **The 10 step public relations lead generation system**

Homework

- *Identify media sources for your public relations campaign*
 - *Write a news release for your business*
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Class 9

Website Guide – Developing a business content based website and search guide

- How to create **web content that educates** your prospect and customers
- **Benefits** of a content-driven site
- Use your Marketing Kit content to develop a powerful site
- Ways to optimize your site for your target market and the search engines
- **How to register** with local search directories and optimize your pages for local searches

Search Engine Marketing

- Basics of **search engine optimization**
- How to rank well in the search engines
- The two most important factors in winning the search engine game
- Why **keywords** are essential in the rankings
- Building **links** to your site
- The **five search engines** that make up the entire world of search

Homework

- *None – Catch your breath*
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Class 10

A Selling System – Turning prospects to clients and clients to lifetime customers

- Effective marketing eliminates the need to sell
- Developing your selling system step by step
- The components of your sales system: **Discover, Presentation and Transaction**
- How to develop your Discovery Plan
- The key elements of your Presentation
- How to get the Transaction phase off to a good start with a “New Customer Kit”
- The key to growing loyal clients is growing loyal employees
- Methods to create customer loyalty tools

Homework

- *Write your Selling System using the system described in class*
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Class 11

Marketing Automation – Automate and optimize your marketing with technology tools

- Why you must embrace the internet
- How to develop a lead capture data on website visitors
- The use of Auto responders in your business
- How to build trust with newsletters, ezines and e-mail
- How to develop a permission based list of clients and prospects
- Why you need Customer Relationship Management software
- Introduce RSS – content distribution, aggregation and filtering

Blogging for Business – How to use a blog as a business marketing tool

- How to integrate your blog with other marketing strategies
- Consistent posting of high-quality content is the best way to build blog readership
- How to develop a blog strategy
- Getting your blog found

Homework

- *Develop 6-month Marketing Budget*
 - *Develop 6-month Marketing Calendar*
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Class 12

Maximize Your Marketing System and Return on Investment

- Reports on results of first Ad placements
- Review Educational based marketing pieces
- Review of Marketing Budget and Marketing Calendar
- Review Marketing Kit Contents
- Review Selling Systems
- Recite talking logo
- Recite your “ideal” target client
- Introduce your “new” business to the class
- Closing Comments

Marketing is not an event, but a process . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

- Jay Conrad Levinson