

Nail Your Marketing in 2020



MELISSA LOVE

**There are only 2
types of marketing.**

Luck marketing

Posting a large amount of content to a small amount of people in a short time frame and hoping an ideal client sees it.



Luck marketing

- Relying on referrals
- You are only posting organically on social media (and it's not working)
- You are chasing new business by networking online or in person
- Nothing is automated
- You're not clear who your ideal client is and what you should be selling to them



The result?

- You feel you have to accept every client
- You aren't as profitable as you know you could be
- Clients aren't willing to pay you what you think you're worth
- You overdeliver and don't charge properly for your time
- You feel like you've hit a price ceiling
- You don't have any spare profit to invest in marketing your business





Having a system

Showing a small amount of content to a large amount of carefully targeted people, with an irresistible call to action and an automated follow-up system.



Having a system

- You have a steady stream of ideal clients approaching you
- You can 'turn on the tap' to increase that stream when you need it
- Your clients already understand that you are the 'least risk' option for because they know you are the expert they need
- Your offer is irresistible meaning that closing the sale is easy
- Your clients stop making the decision to work with you based on price.

Which option do
you want to
choose?



Luck



System

**TRICK
QUESTION**

Which option do you want to choose?



Sharing
content



Automation

Which option do you want to choose?

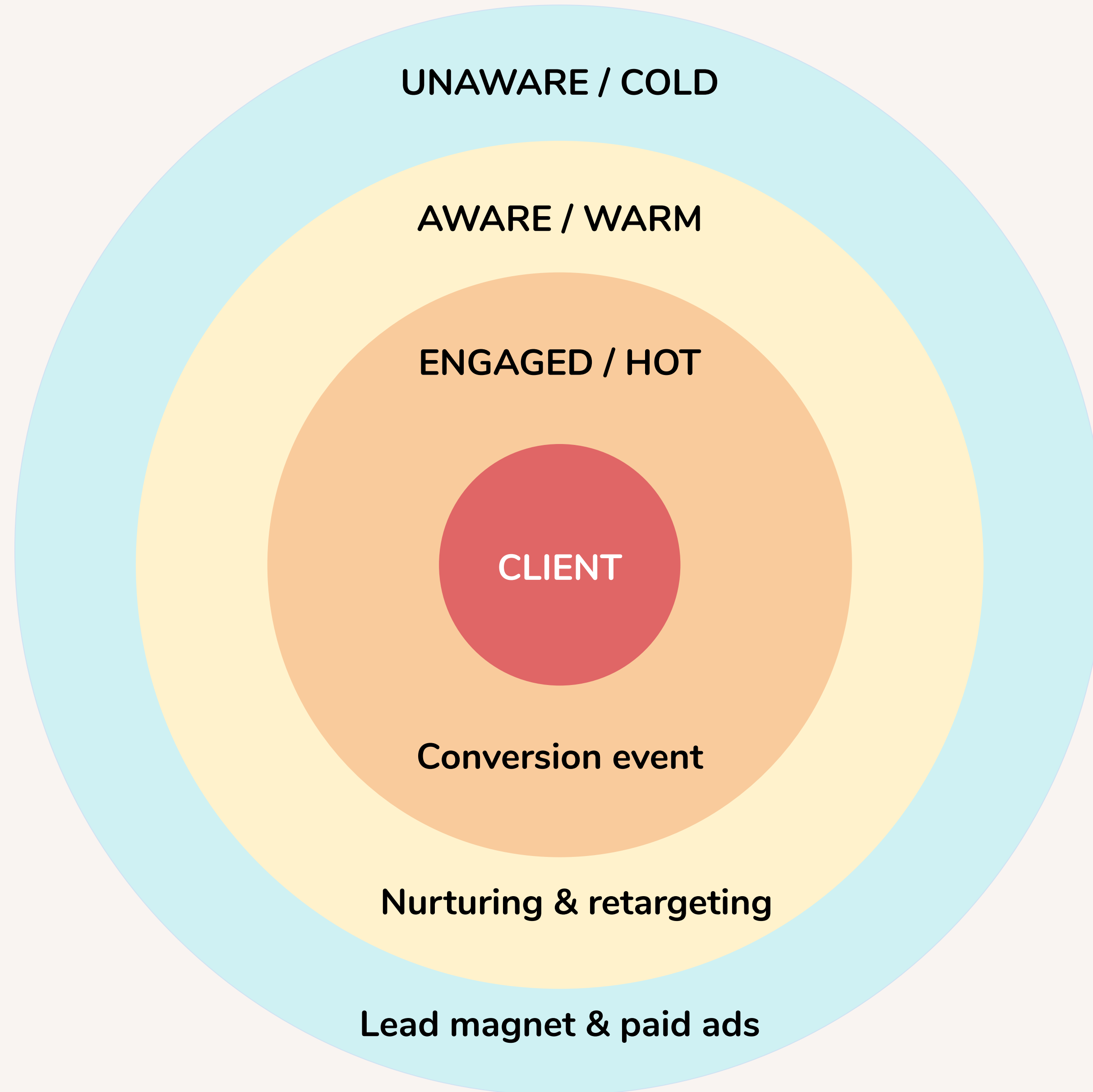


Sharing
content

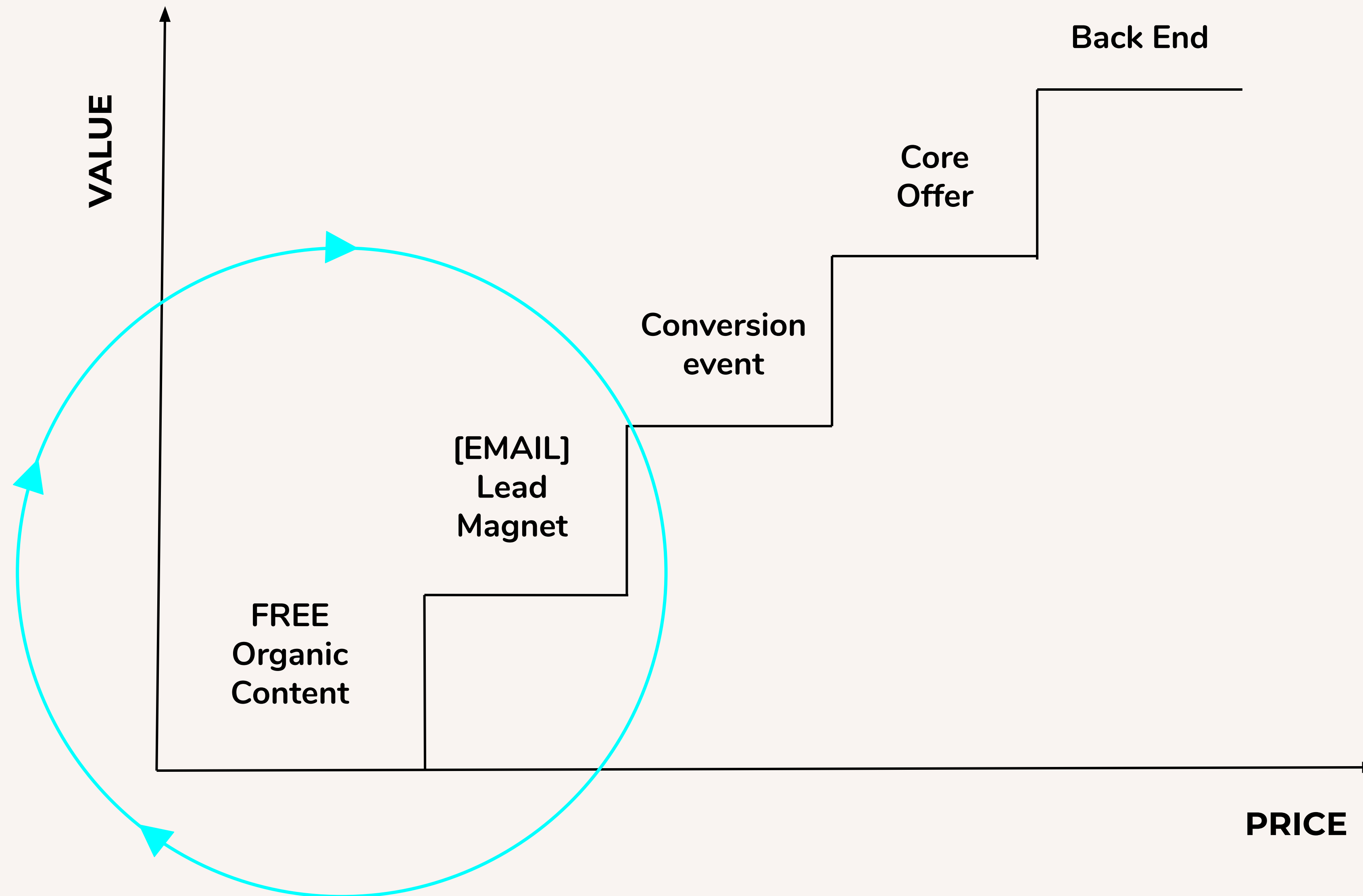


Automation

Automation, huh?



The Value Ladder



The system.



Mindset &
awareness



Skills &
tools

Before we get started...

Time quite literally is money.



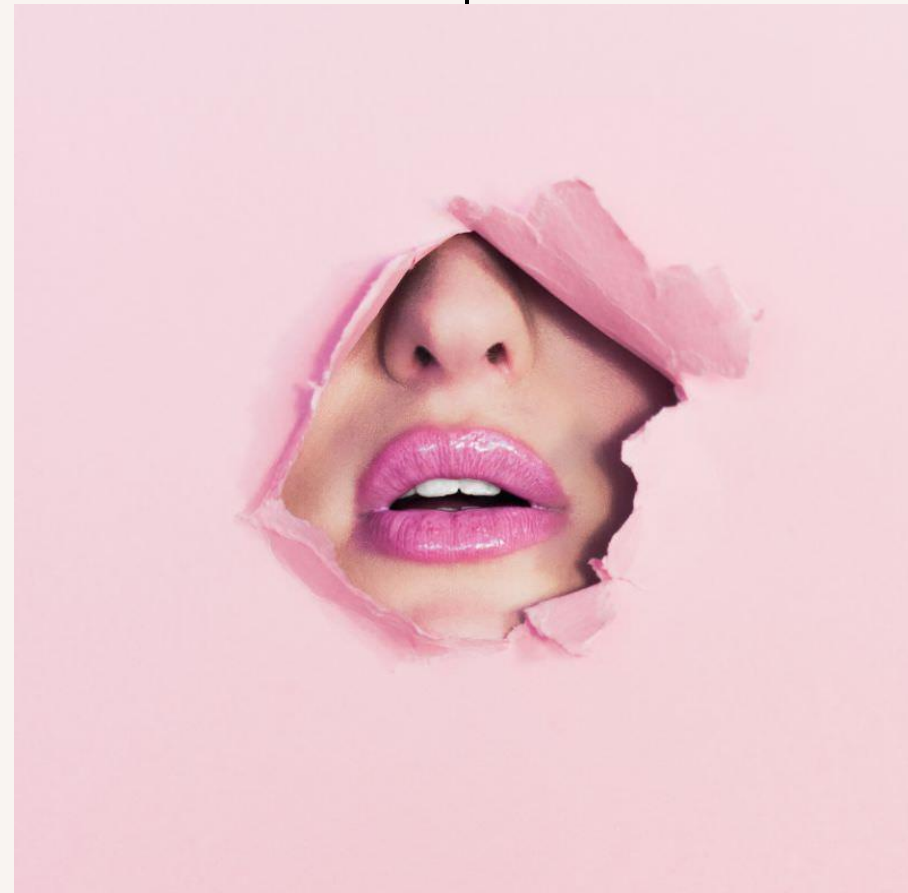


FIVE MINUTE FIX

Scheduling is everything.

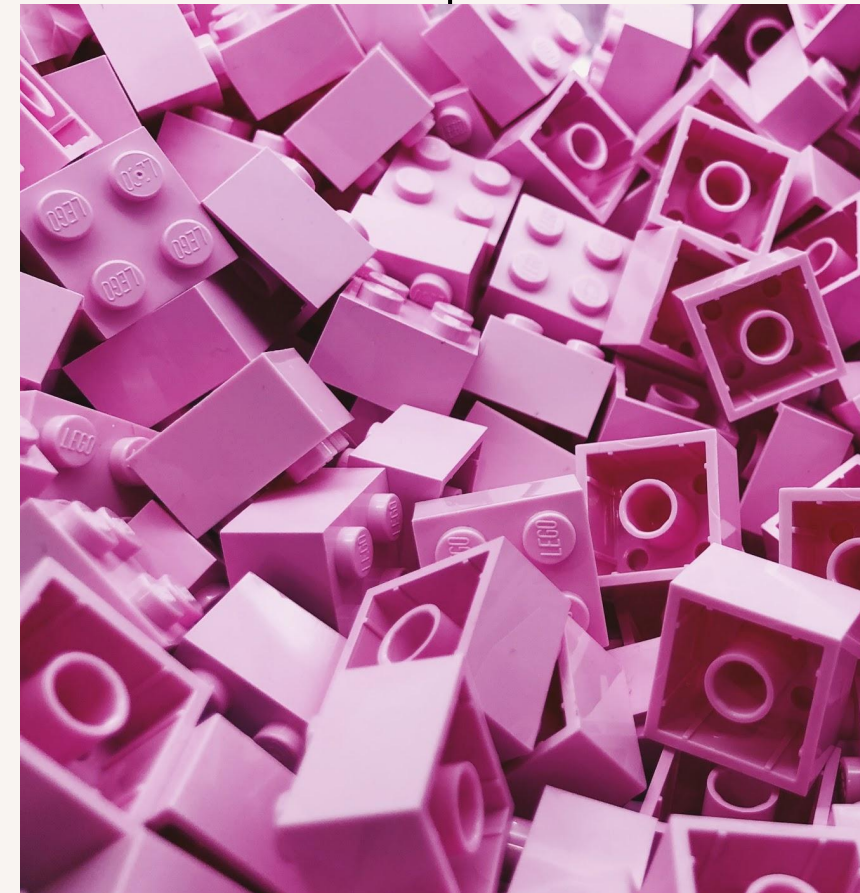
- Eliminates anxiety
- Eliminates guilt
- Allows you to replan on the fly
- Opens up blocks of time
- Allows you to work **ON** your business

The 2020 Plan.



POSITION

Honing your offer,
message & ideal
client avatar.



BUILD

Your audience, your
authority & your
key content



SCALE

Use automated
systems to create a
scaleable funnel.



Position.

- Find your niche
- Build your Client Avatar
- Create a positioning statement
- Identify your audience

Why niche?

Experts in their field of business can charge more.

Eg. If you were having an operation, would you choose a surgeon?

Or go with a general practitioner because it was cheaper but just hope for the best?



Being the expert = the least risk choice

Allows you to connect with their risk aversion

You can be crystal clear about the consequences of
them choosing someone else.

ie. not choosing you, the expert.

- The good old friend, relative or local
non-specialist business





Positioning statement

A positioning statement is an expression of how a product, service or brand fills a particular consumer need in a way that its competitors don't.



Not a strapline.

To bring inspiration and innovation to every athlete in the world. We believe that if you have a body, you are an athlete.

Just Do It.

Be legendary.

Believe in something, even it means sacrificing everything.



Creating a positioning statement.

- What you do
- Who you do it for
- How do you do it differently



Creating a positioning statement.

Stunning, easy-to-use website templates,
for small creative businesses,
with unlimited support and a friendly community.



Creating a positioning statement.

- What you do
- Who you do it for
- How do you do it differently



Your ideal client avatar.

- Help you properly assess who you're going to be targeting and working with.
- Your website, ad copy and messaging should ALL mirror your avatar's feelings and deep emotions about their situation.
- Show them who/where they are now and where they could be.



What it isn't.

- Not socio-economic based
- All about emotion and behaviour



The worksheet

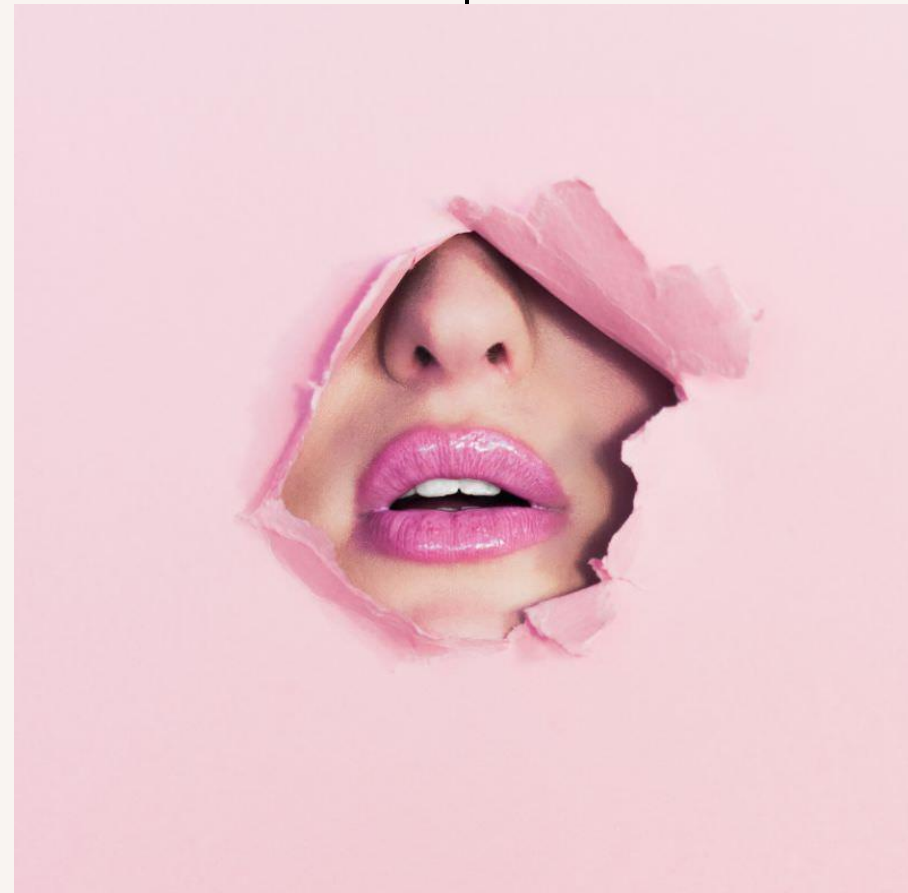




Action.

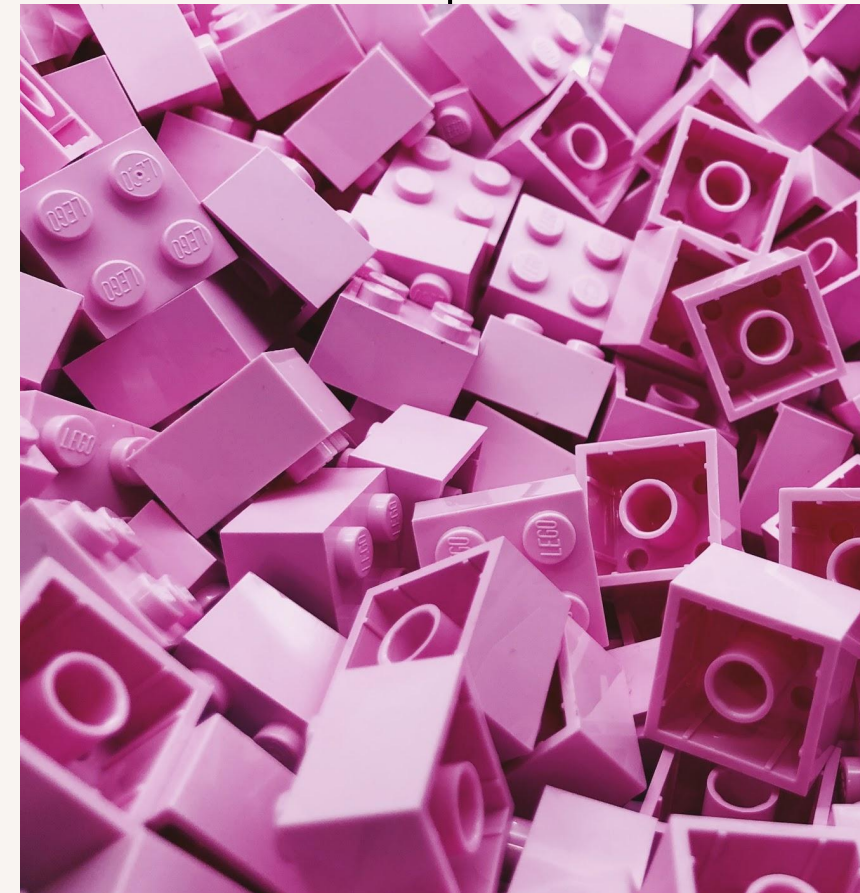
1. Create a positioning statement
2. Complete the Avatar Worksheet

The 2020 Plan.



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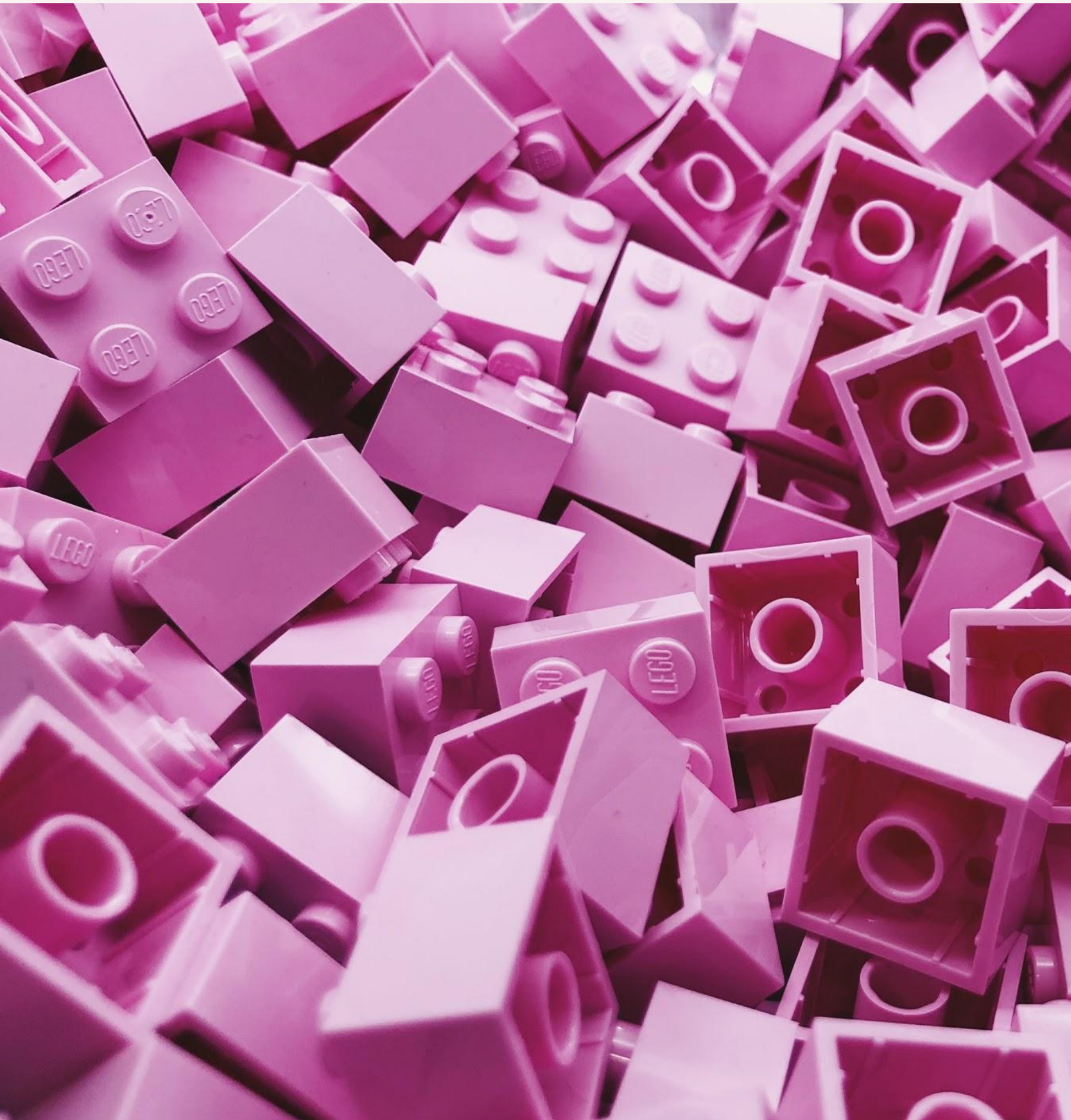
BUILD

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Build.

- Finding your audience
- Building your authority
- Creating your key content

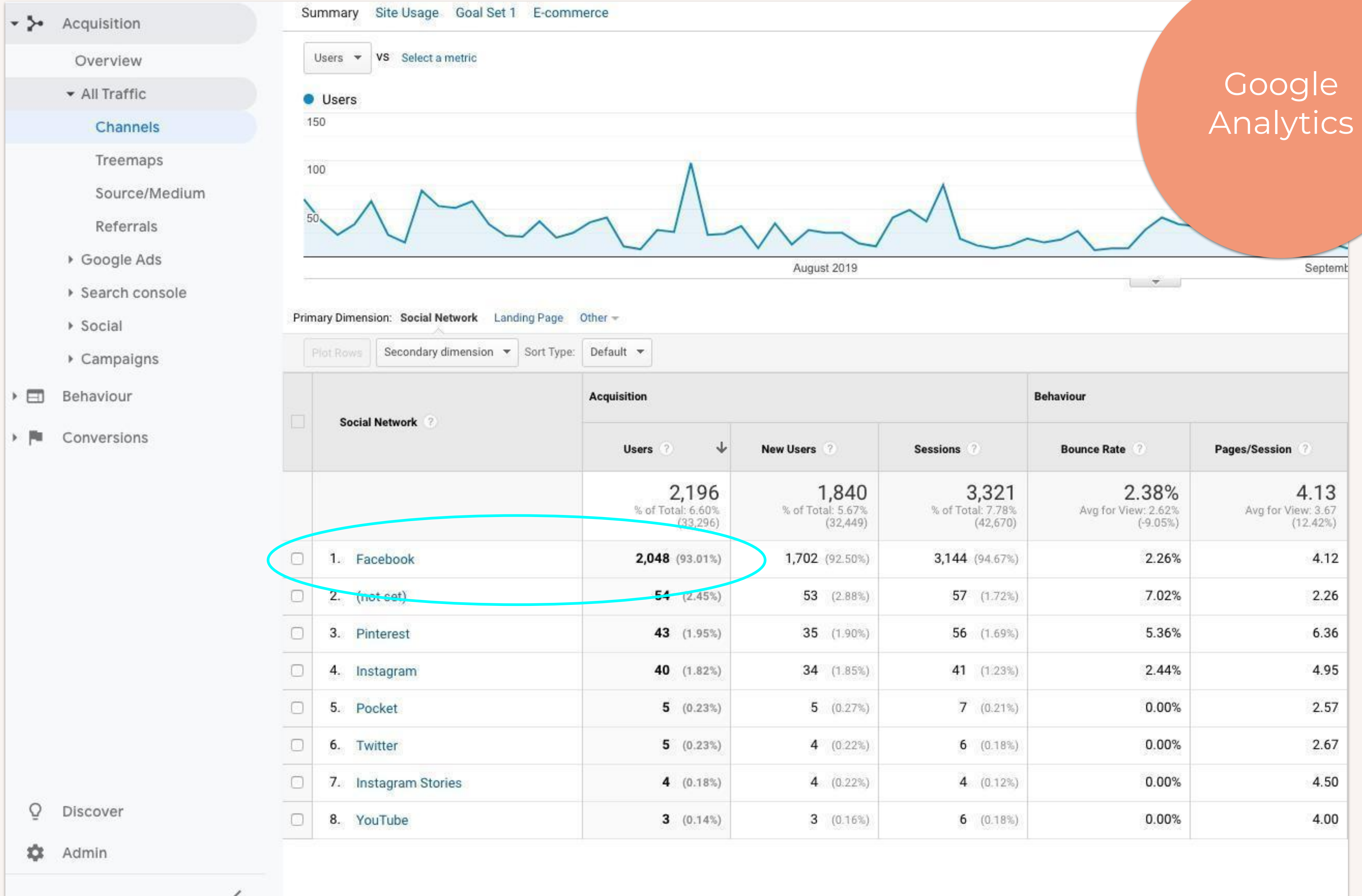
Finding your audience

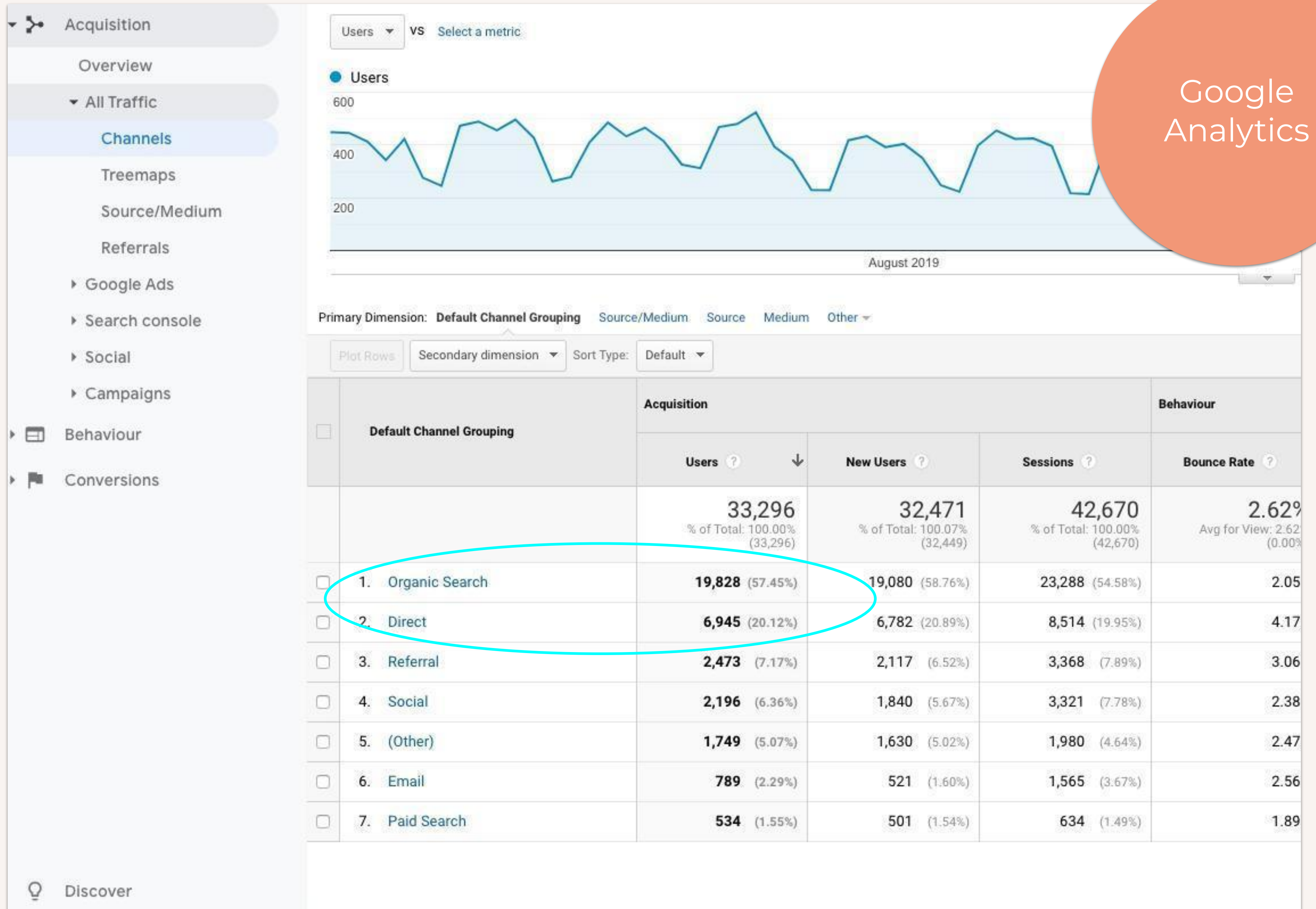
- Are your ideal clients hanging out where you think they are hanging out?
- How do you know?
- What questions are you asking people and when?
- Have you checked your traffic sources?

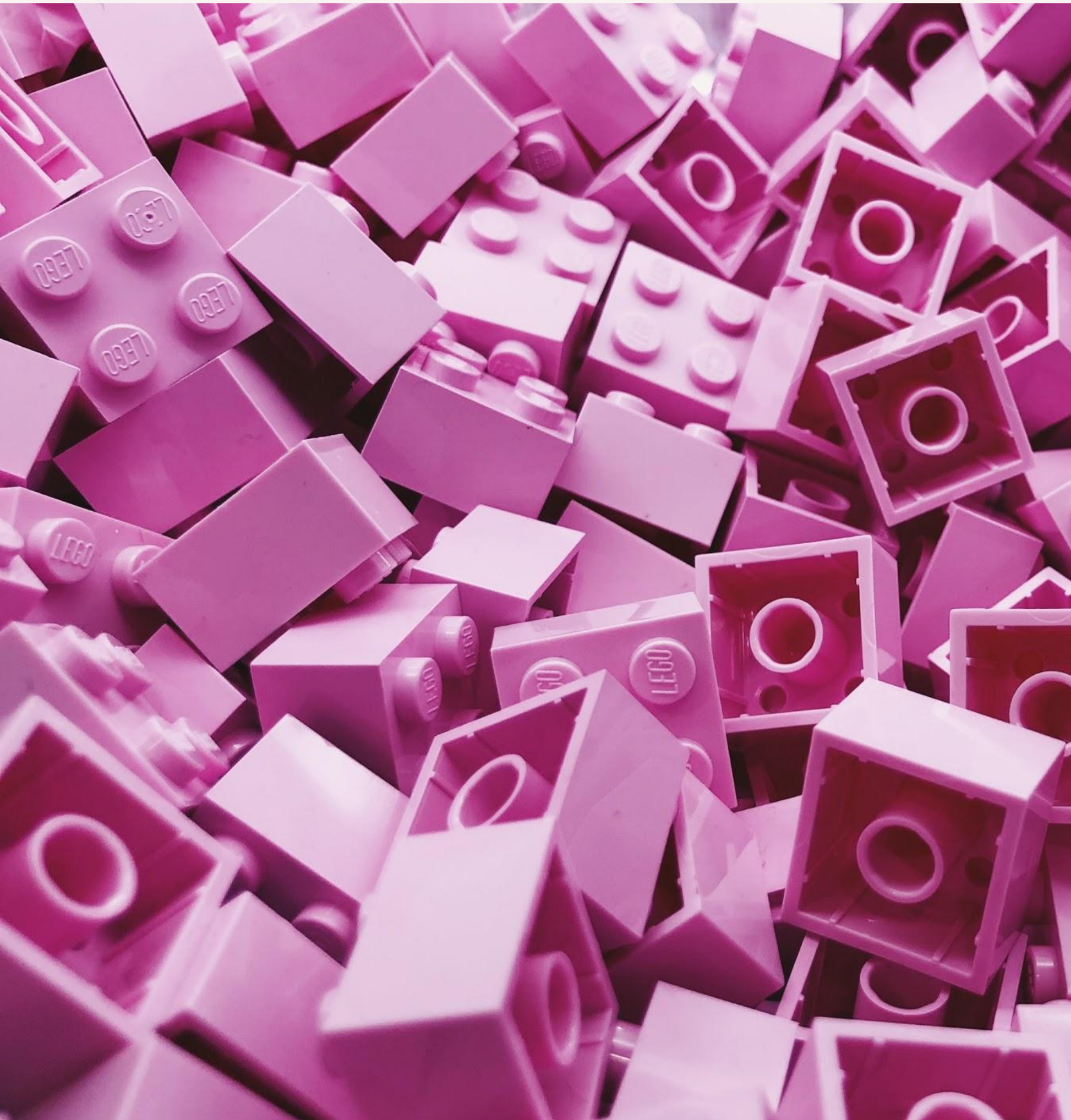
The validation challenge

Without doing the research, it's just 'luck' marketing and no amount of focus will move you in the direction you want to go.



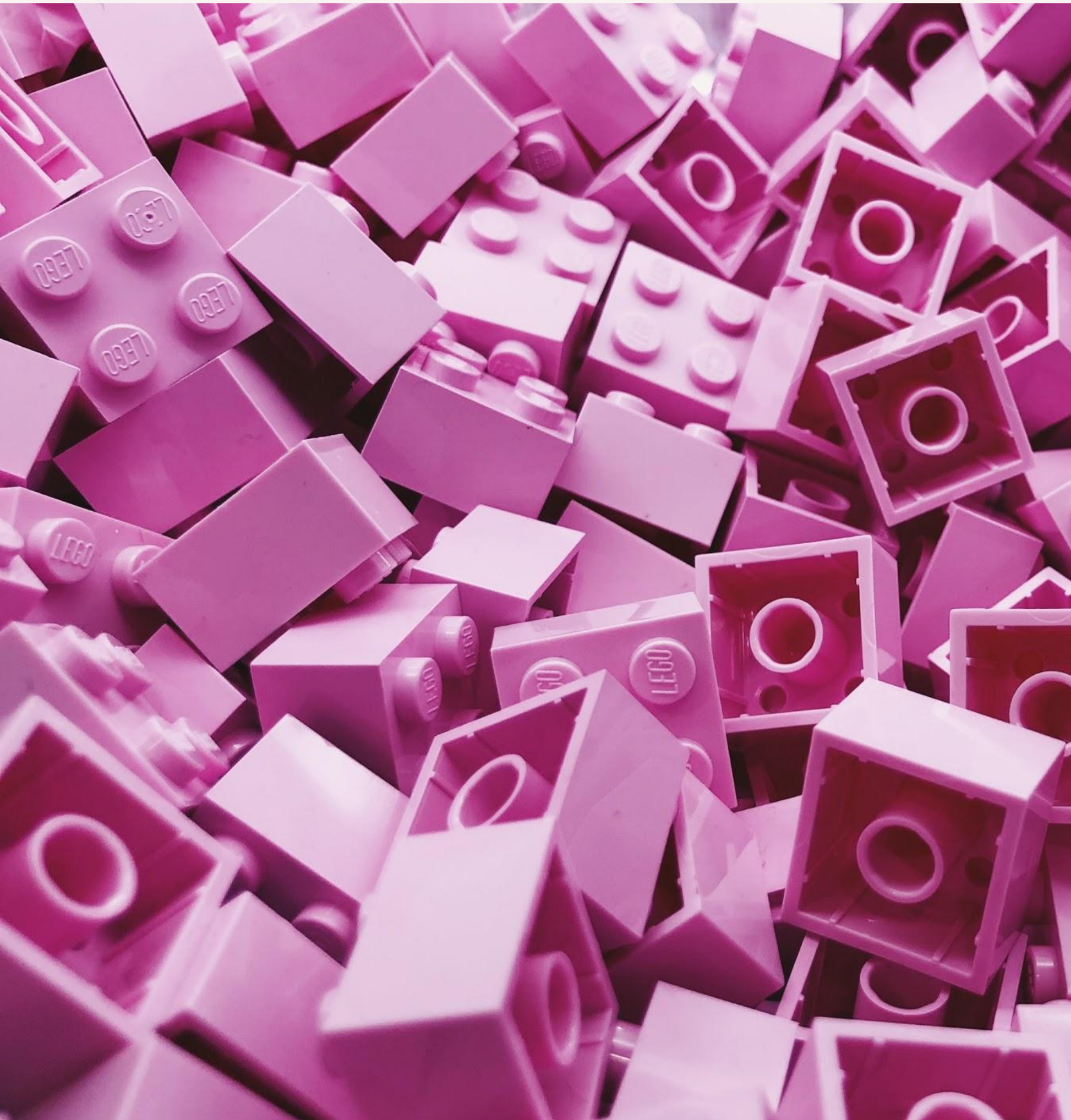






Building authority.

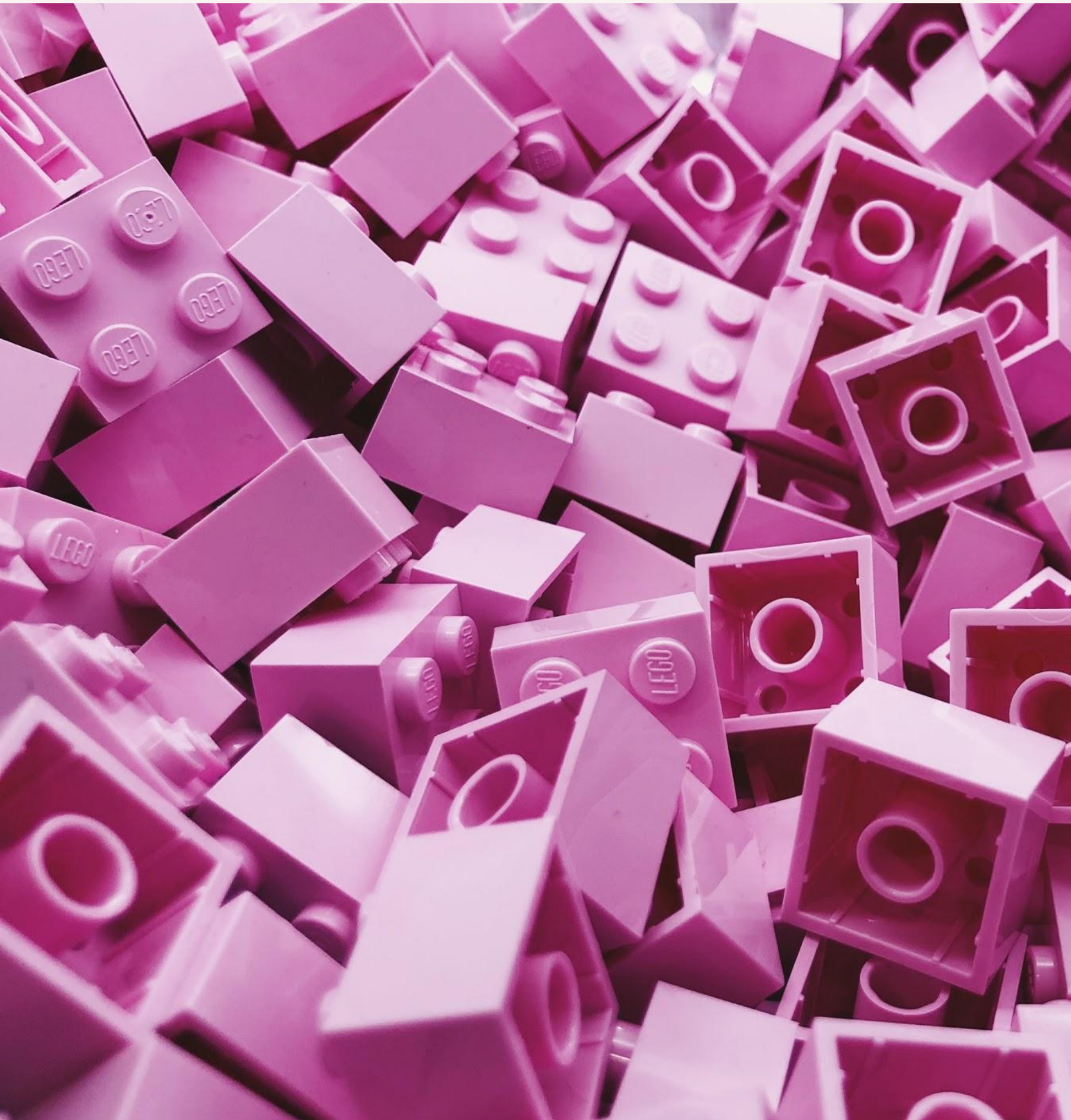
- Positions you as the helpful expert
- Eliminates the repetitive
- Drives traffic
- Delivers genuine value



Key content.

Write a cornerstone content blog post.

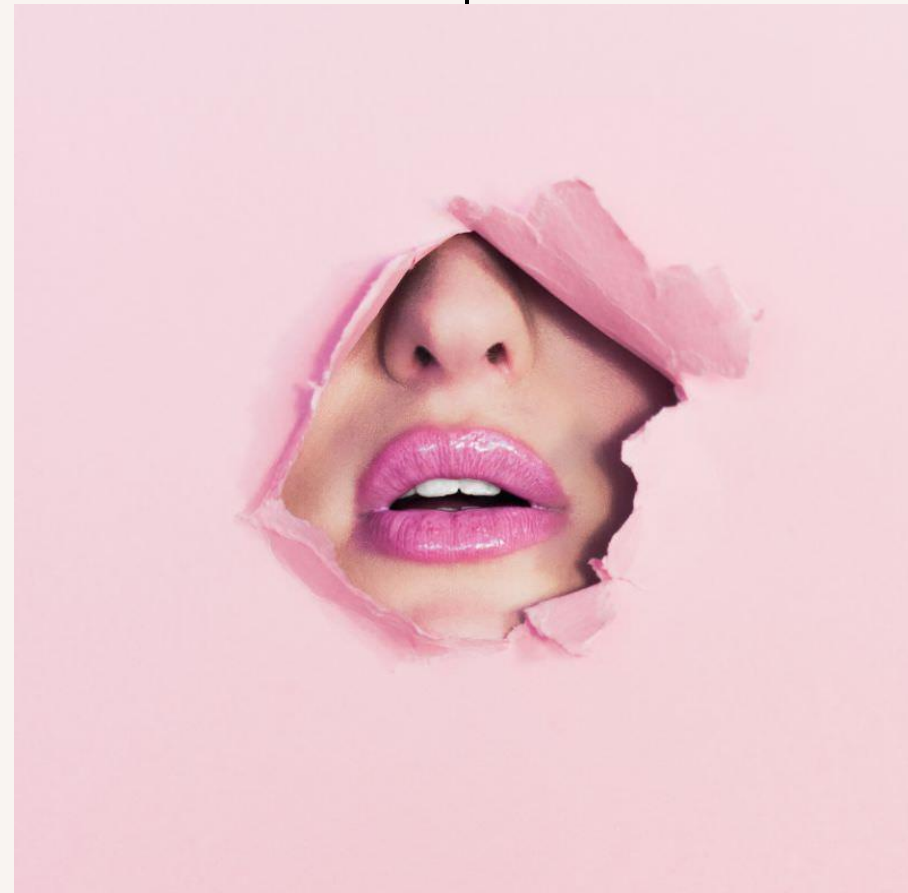
- What people are asking about the most
- Unique viewpoint
- Very thorough



Action.

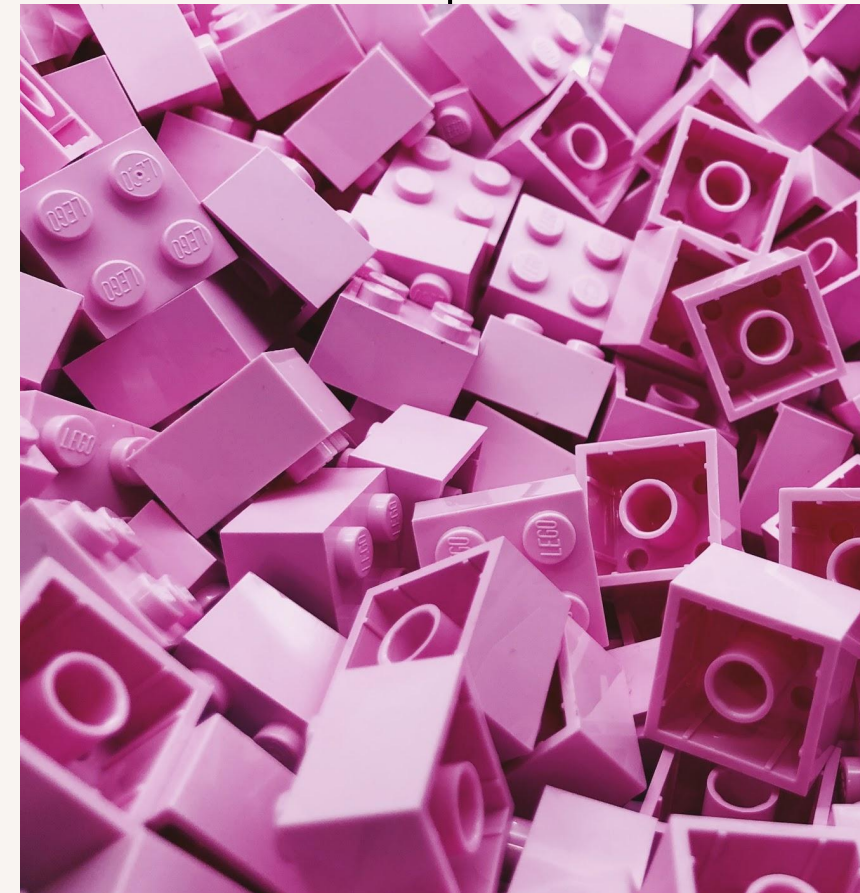
1. Know your numbers
2. Create cornerstone content

The 2020 Plan.



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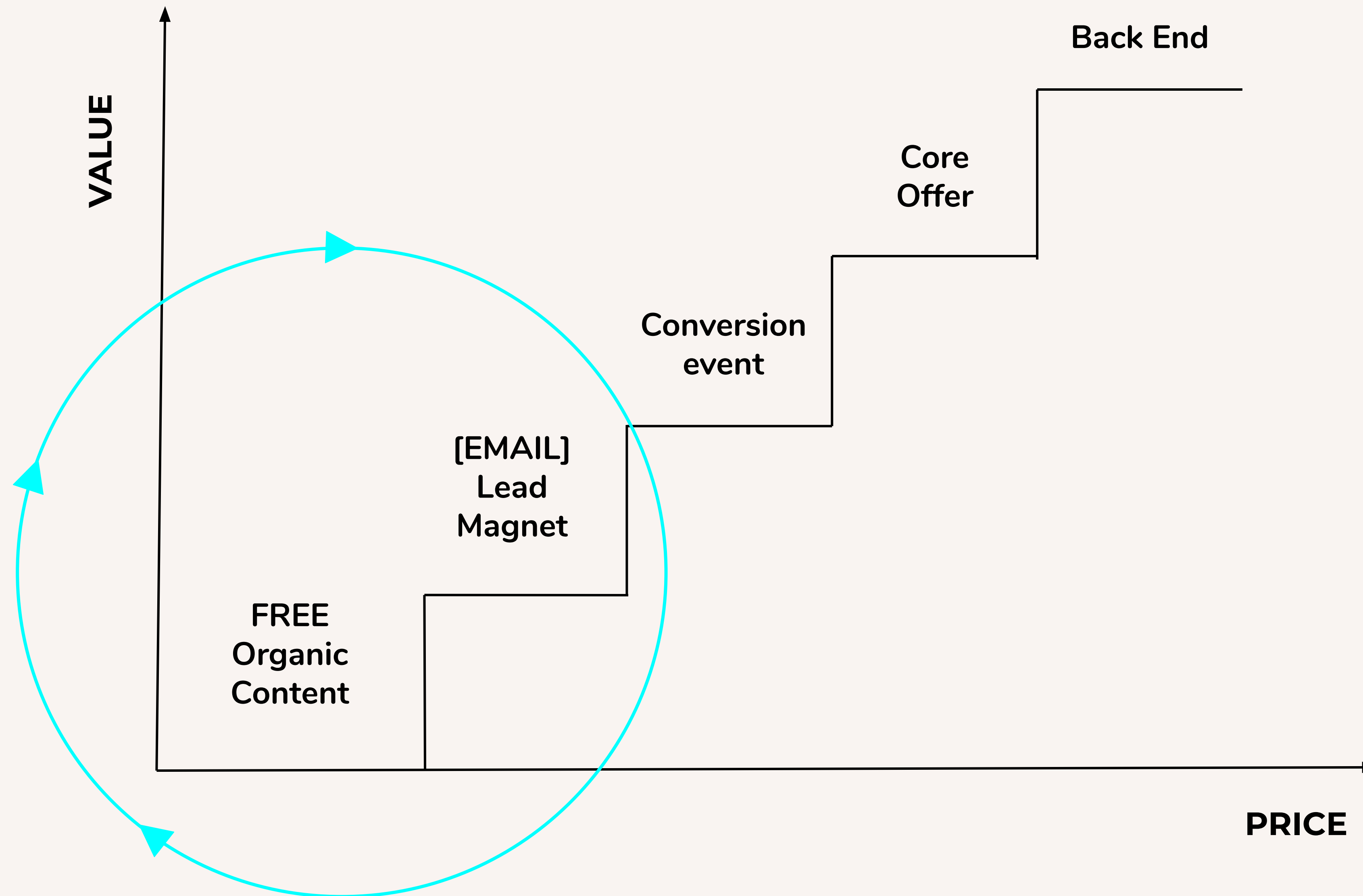
Scale.

- Create a lead magnet
- Start an email list
- Paid ads & retargeting



Lead magnet.

The Value Ladder





Lead magnet.

- A successful lead magnet solves a real problem for someone by promising to help that person get something done faster, better or cheaper.
- A successful lead magnet tells your ideal client that they don't need to reinvent the wheel, because you've already been there, done that and can teach them too. ie. it directly establishes your expertise and authority.

Lead magnet.

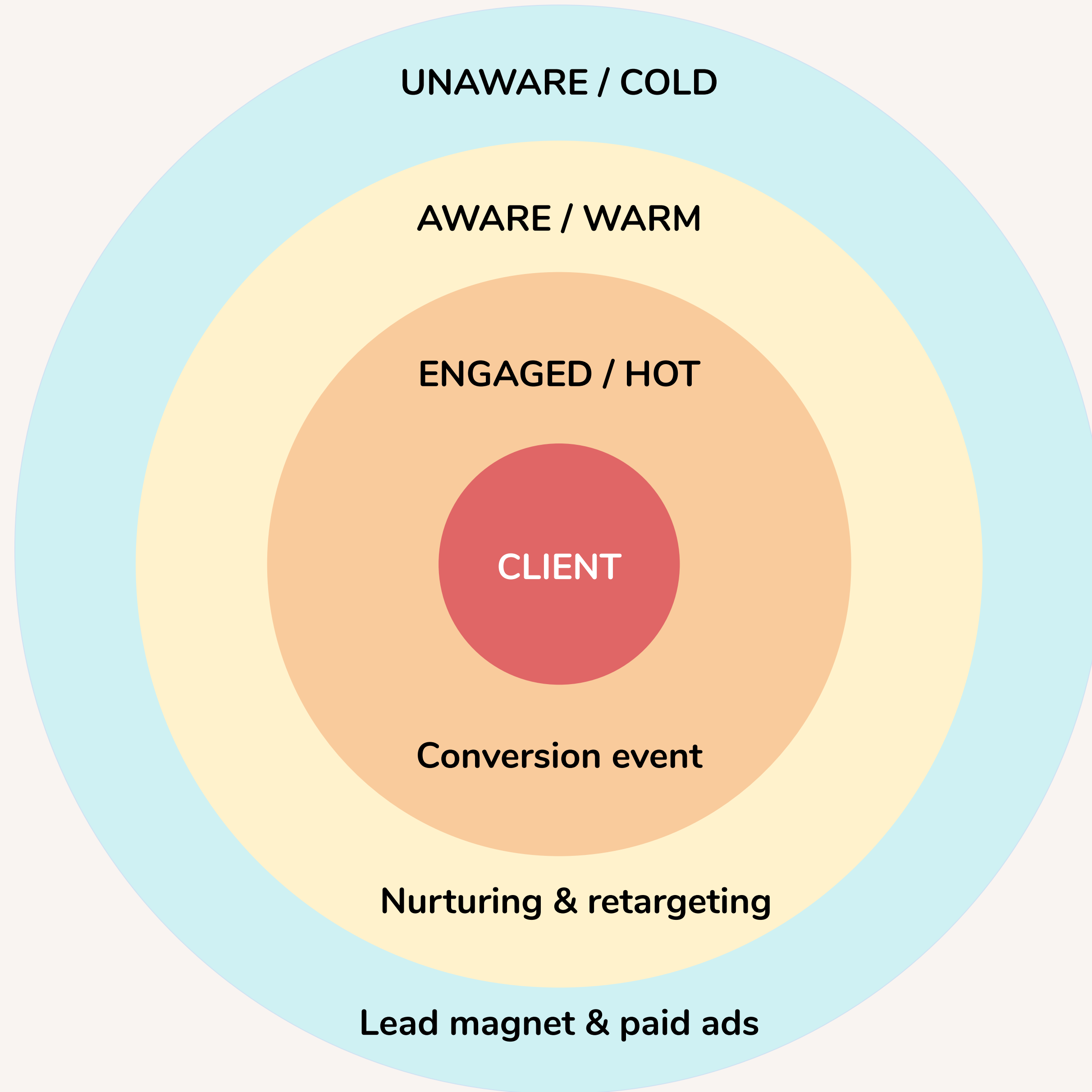
- be something you are passionate about
- be in your genius zone (because you're going to get asked questions about it)
- be only one part of the knowledge you have on this subject (you'll need to be able to send follow-up content)
- be easy and quick to consume
- contain at least 2-3 big 'aha!' moments
- leave them wanting more
- have a strong call to action at the end to do something specific (ie. join a Facebook group or book a call)





Email marketing.

- Sign up page
- Sign up thank you page
- Delivery email with link to...
- Delivery page
- Triggers follow-up email sequence



~~Boring.~~



Beyond the contact form.

- Your form has been successfully submitted
- The contact success page



The magic of retargeting.

- Identify people who looked but didn't act
- Show them content to give them a nudge
- Super-specific + micro-budget = effective
- Will remind them how great you are
- **Won't** spam them with ads

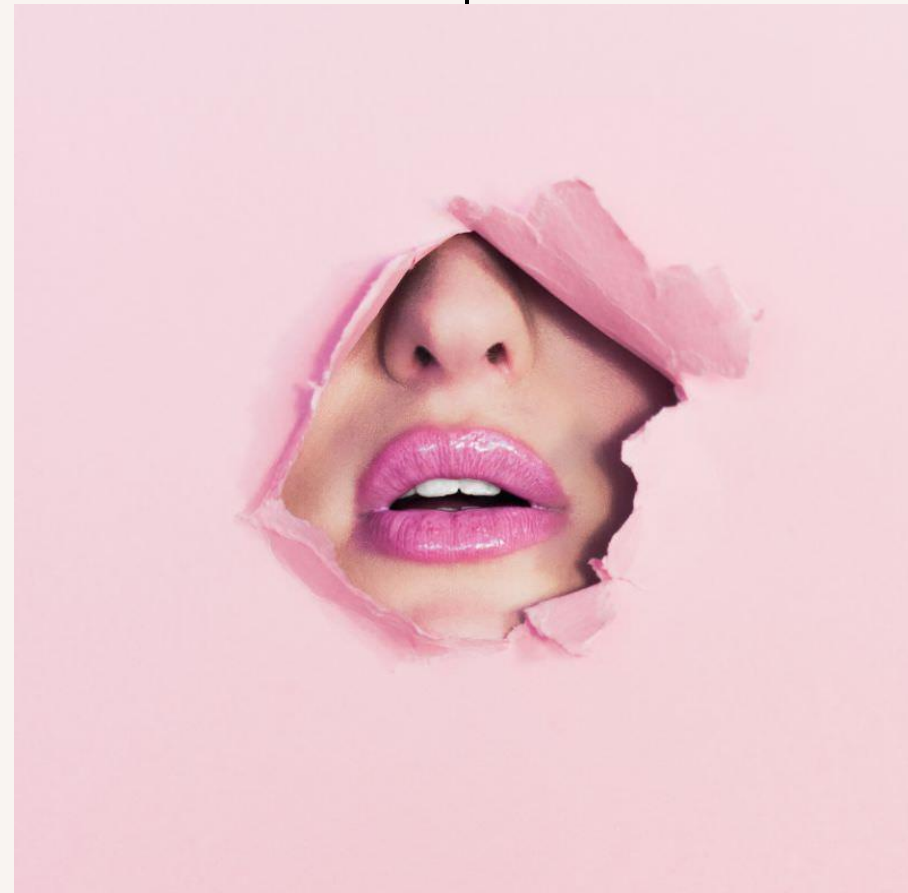


Action.

1. Get the Facebook pixel in
2. Set up a contact success page
3. Set up basic retargeting

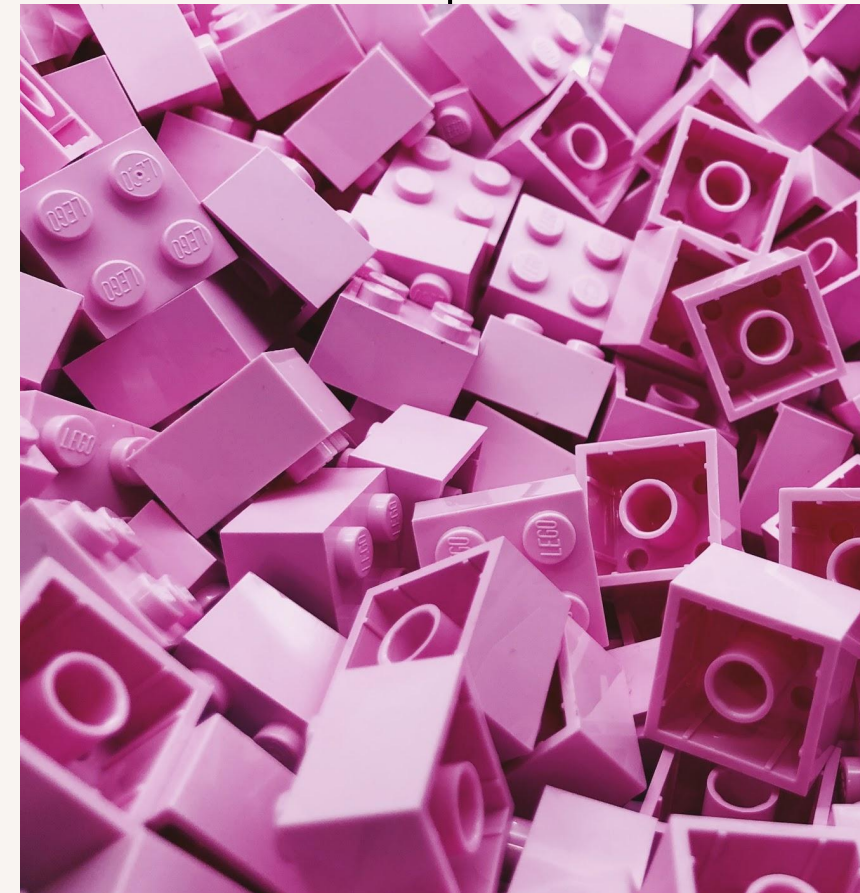
(The email automation can come later.)

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The 2020 Plan

- Start with annual & quarterly goals
- Break down into monthly action plan tasks
- List your skills & tools needs



The Worksheet



Is everyone ok?

The Marketing Fix



MEMBERSHIP

What is it?

A membership site for creative businesses who are ready to get serious about their marketing and who need expert help, strategy, accountability and feedback.

It's for you if...

You've got a website
(which you might not even like that much)
but it's just sitting there looking pretty and not
doing anything for you...

It's for you if...

Your 'marketing plan' is posting on social media
but you're not very consistent and you don't
have any real strategy.

It's for you if...

There are so many marketing activities you know you should be doing that you feel completely overwhelmed, so you end up doing nothing.



Imagine your business one year from now.

No long list of marketing activities you had to tackle.

- You made a plan, chose the marketing fixes that worked best for your audience and implemented them all.
- Now you're getting ready to scale...



Imagine your business one year from now.

No more feeling of marketing overwhelm

- You have an on-going marketing plan and you're not getting tempted by every shiny new app.
- You know what works and how squeeze every last bit of value out of the things you do choose to do.



Imagine your business one year from now.

No more trying to do everything on your own, without wasting your hard-earned cash.

- You belong to a community of creative business owners who help and support you.
- You have access to some of the best marketing experts around.



What's inside...

- Our core courses
- Monthly 'fixes' with expert guests
- Live Q&A sessions
- Private community
- Resource library
- Top perks

What does it cost?

£19 per month forever

Going up to £29

Lifetime founder rate

Recurring payment - cancel anytime

Upgrade to annual anytime

30 day money-back guarantee

£225 per year forever

Going up to £350

Lifetime founder rate

Recurring payment - cancel anytime

30 day money-back guarantee

**INCLUDES A
DESIGN SPACE TEMPLATE**

Your questions



MELISSA LOVE