

Get Your Business Marketing Ready



MELISSA LOVE

3 keys to success.

1. Take massive action
2. Show up consistently
3. Fail forward
4. Done is better than perfect

No one has
enough time,
until you make
the time.



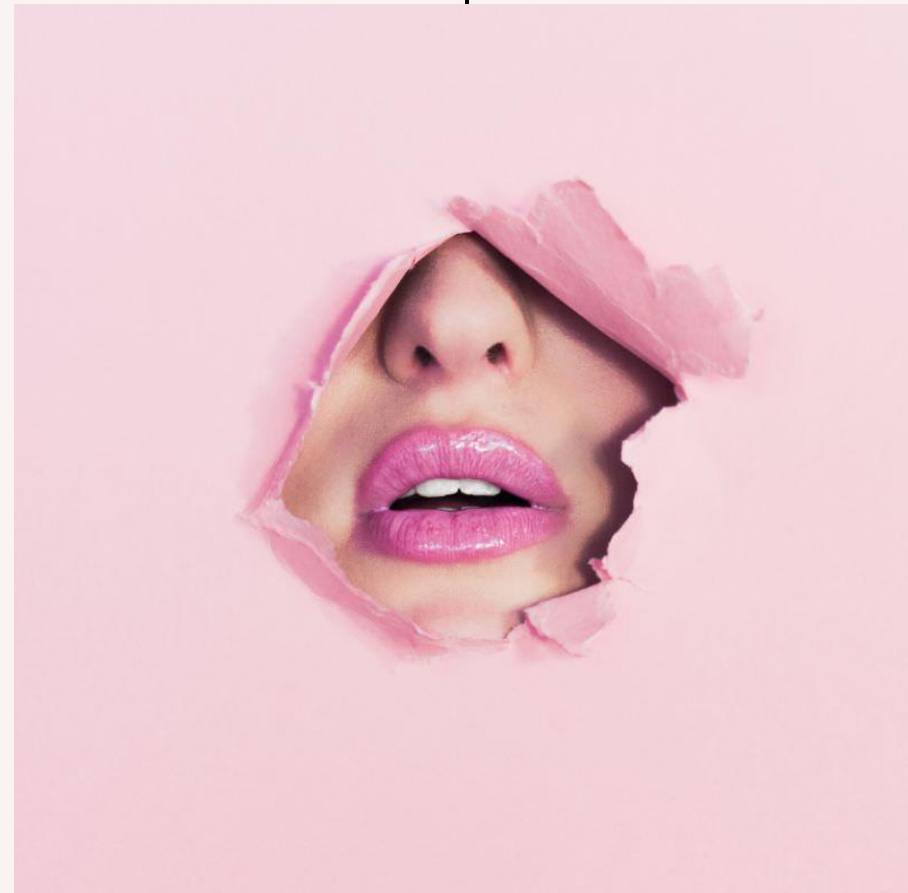


FIVE MINUTE FIX

Scheduling is everything.

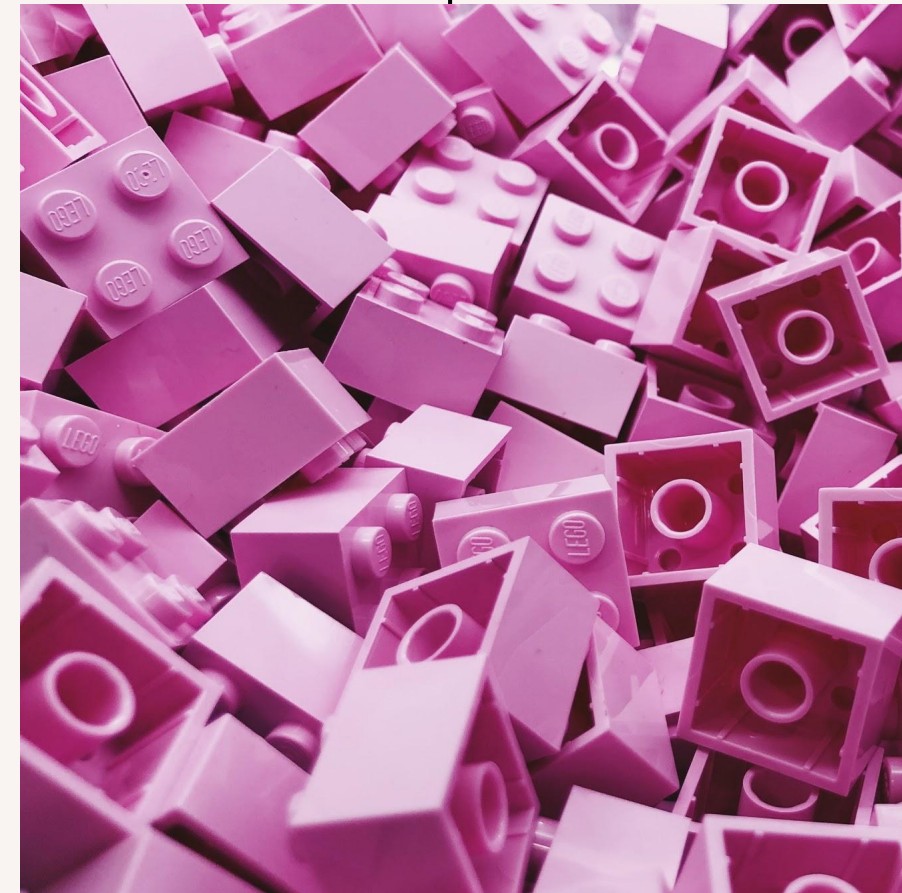
- Eliminates anxiety
- Eliminates guilt
- Allows you to replan on the fly
- Opens up blocks of time
- Allows you to work **ON** your business

Your Business & Marketing Plan



POSITION

Nail down your offer,
know your numbers
& set goals



BUILD

Systems & tools to
get your business
marketing ready



SCALE

Use automated
systems to create a
scaleable funnel.

You don't have to
do it all at once.

You don't even
have to do it at all.



Tools & mindset for a growing business

MINI COURSE





The Business Blueprint

- Organisation & productivity
- Your offer (how you move people towards their goals and desires)
- Your business goals annually & quarterly
- Business forecast
- Performance indicators
- Getting your website marketing ready

Understanding your ideal client

- People make decisions based on the least risk.
- Your only job, when marketing your business, is to help people feel that choosing someone else is too risky.
- Expert = least risk
- But we also make decisions based on emotion. Gut feel.
- Must connect deeply with their fears & motivations



Your offer

- Must speak directly to their pain points
- Must position you as the expert at facilitating the changes they need to make
- Must lead them through the milestones of the experience you are selling



Position



HEART

Deeply connecting with their
hopes, fears & emotions

= avatar



HEAD

Clearly demonstrating your
expertise to minimise their risk

= milestones

The best marketing
speaks to heart & mind.

(WHY ARE YOU HERE RIGHT NOW?)



The tools

- Avatar Worksheet
- Positioning Statement

- Client Success Path
- Annual Business Goals
- Quarterly Marketing Goals
- Performance Indicators





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.



Positioning statement

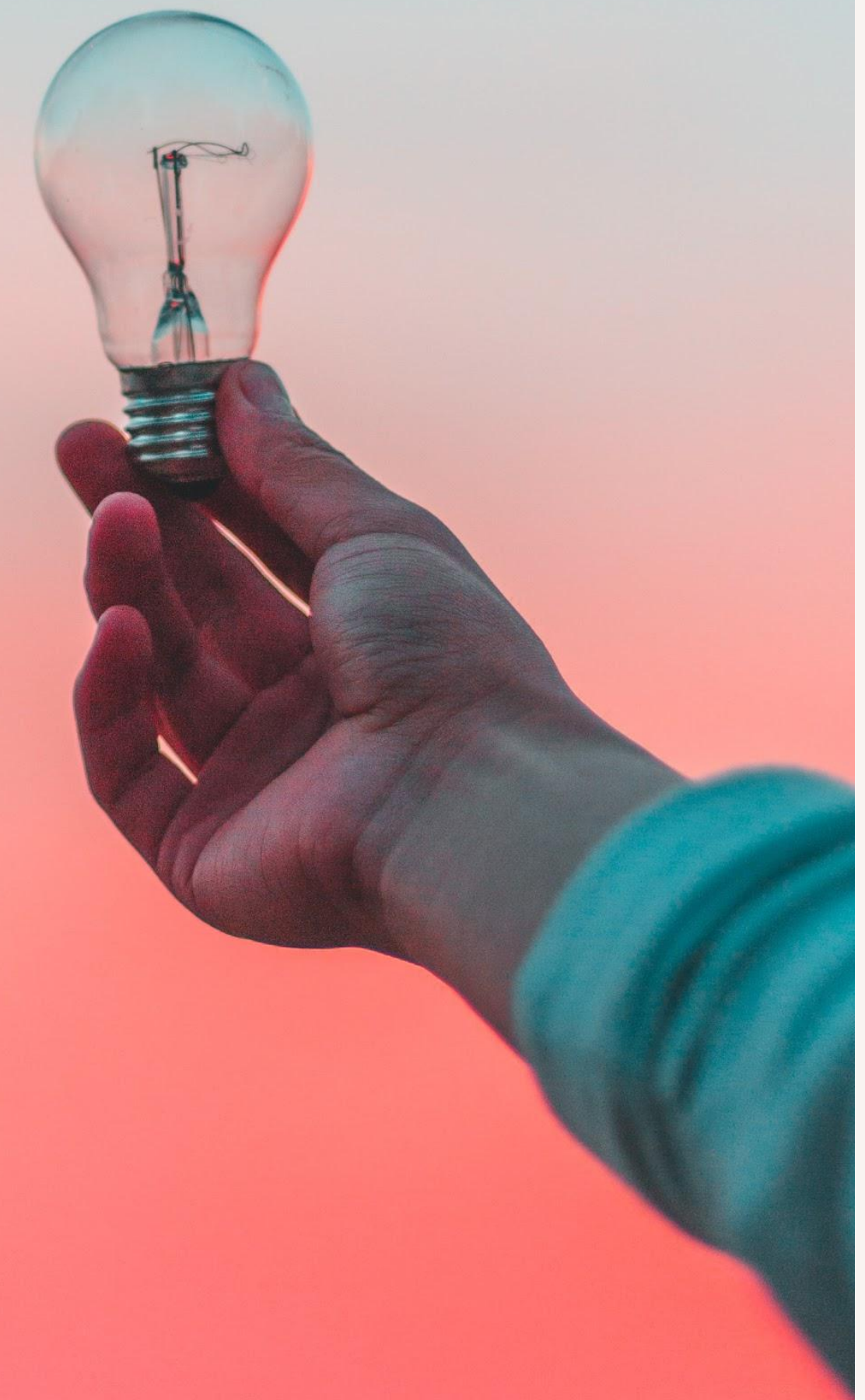
A positioning statement is an expression of how a product, service or brand fills a particular consumer need in a way that its competitors don't.

Introducing the Blueprint



Client success path.

- Foundation of your offer
- Details the milestones you can help your client achieve and the steps they need to take to move from one milestone to the next.
- Details the assets and resources you need to move them from aware to buyer.
- The key to delivering an exceptional client experience and / or effecting real change in their business.





Your annual business goals

- Your success path
- How you want your life to look/feel in 12 months' time
- How you will measure your progress



Your quarterly marketing plan

- Where you start to break down those big goals into more manageable projects
- Where you list the steps you're going to take and when
- Where you schedule the resources you need to create or the learning you need to do

Your business forecast.

- Without knowing your numbers, it's almost impossible to know when you can invest to grow or outsource.
- Gives you a real feeling of control and achievement
- If nothing else, track your monthly sales





Your performance indicators

- The key numbers that really matter
- Allow you to know if the marketing you are doing is effective



Get your website marketing ready

- The contact success page
- Email service & website integration
- The Facebook pixel



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



Resources.

1. [Get Your Website Marketing Ready](#)
2. [First Steps to Facebook Ads](#)

Is everyone ok?

(LET'S HAVE A QUICK TOUR)

Your questions



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