

The Pivot Plan Workbook

WITH MELISSA LOVE



Thank you

It's been such a pleasure to spend time with you during the Plan B Challenge. I hope you've found it uplifting, exciting and inspirational.

I've put together this workbook to help fast track you through some of the exercises that have been covered during the challenge.

Don't forget that you can watch any sessions you've missed at [**themarketingfix.co/housekeeping**](https://themarketingfix.co/housekeeping)

Melissa

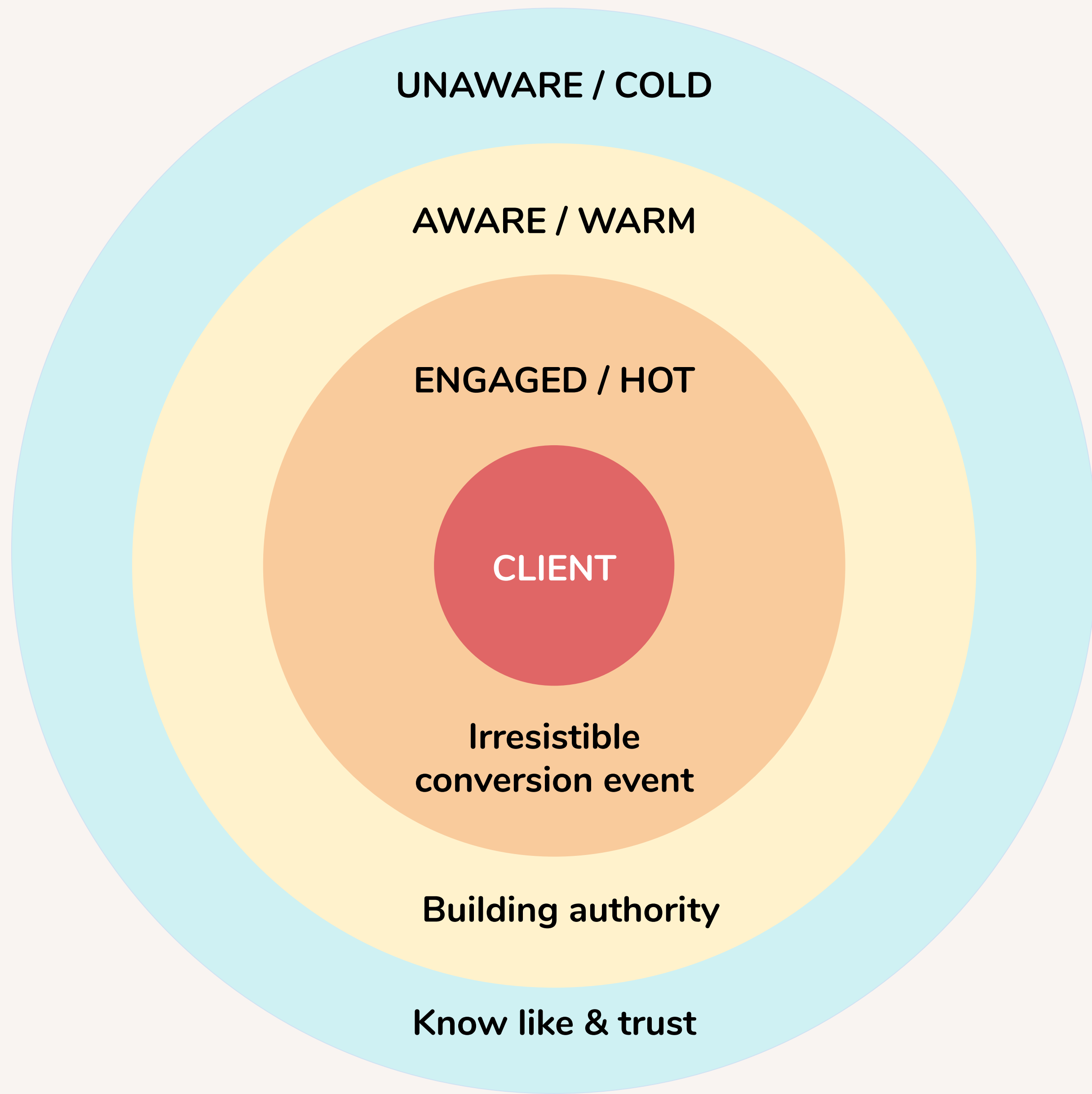
Magnetic Content Creator - Hooks

EXAMPLE

Biggest problem #1 <ul style="list-style-type: none">• Tech & tools confusion	Myth & resolution #1 <p>“I’m a creative so I’m just not very techy.”</p> <p>You’re using wrong tool for the stage you’re at. The best tool is the one you can use.</p>	Transformation #1 <p>“Too nervous to edit your own website” to website ninja.</p> <ul style="list-style-type: none">- not afraid you’ll ‘break your website- you don’t have to pay someone else to make changes	Trusted Guide #1 <p>Part of the reason I lost so much money on my failed vegetable box scheme business, is because it cost me £10k to build an e-commerce website.</p>
Biggest problem #2	Myth & resolution #2	Transformation #2	Trusted Guide #2
Biggest problem #3	Myth & resolution #3	Transformation #3	Trusted Guide #3

Magnetic Content Creator - Hooks

Biggest problem #1	Myth & resolution #1	Transformation #1	Trusted Guide #1
Biggest problem #2	Myth & resolution #2	Transformation #2	Trusted Guide #2
Biggest problem #3	Myth & resolution #3	Transformation #3	Trusted Guide #3



Magnetic Content Creator - Hero's Quest

EXAMPLE

All Channels	Unaware	Aware	Engaged	Conversion
Content Pillar #1 <ul style="list-style-type: none"> Tech & tools confusion 	How to back up your website Know Like Trust (MYTH & RESOLUTION)	Choosing a page builder to create drag and drop websites Build Authority (TRANSFORMATION)	The secret to designing mobile-first websites Build Authority (TRANSFORMATION)	Build Your Own Website Webinar Biggest Problem (TRUSTED GUIDE)
Content Pillar #2				
Content Pillar #3				

Magnetic Content Creator - Hero's Quest

All Channels	 Unaware	 Aware	 Engaged	 Conversion
Content Pillar #1				
Content Pillar #2				
Content Pillar #3				

Launch Checklist

AUDIENCE

- Niche down as far as you can
- Get to know their problems intimately
- You will only be able to do this via research
- Work out where to find them (Dream 100)
- Email platform
- Facebook pixel

- Team up with like-minded suppliers with the same goal, to share audiences and amplify what you are offering
- Affiliate programme
- Paid ads

AWARENESS

AUTHORITY

- Start creating blog posts and lead magnets you can share to boost your credibility
- Get your minimum viable product out there for testing, tweaking and testimonials (pre-sell)
- Collect testimonials, screenshots of social proof and case studies

- What's your conversion event?
- Online webinar, in-person meeting, sales call

ACTION

Launch Checklist

AUDIENCE

AUTHORITY

AWARENESS

ACTION

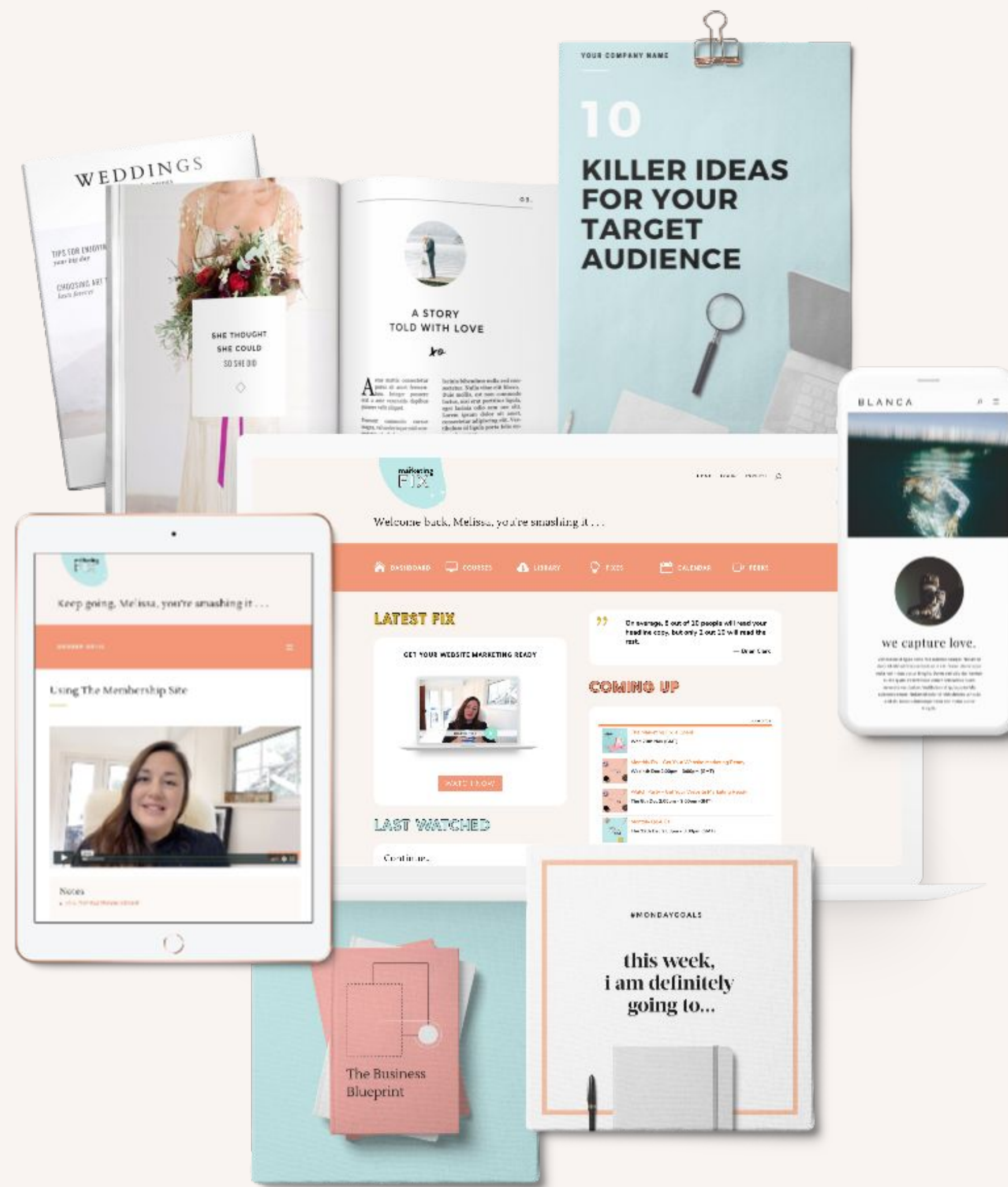
How I can help you further

The Marketing Fix is the best way for
you to take action with your marketing,
without getting overwhelmed,
to get the business growth you deserve.



What you get

- Core courses to help you build your website, marketing materials & more
- Monthly live training events & mastermind calls
- Weekly Co-Working sessions
- A library of templates to help you get things done quickly and easily
- A lively, caring, interactive community who will give you motivation and accountability
- My wholehearted support





Imagine your business one year from now.

No more feeling of marketing overwhelm.

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

- You have an on-going marketing plan and you're not getting tempted by every shiny new app.
- You belong to a community of creative business owners who help and support you.



“

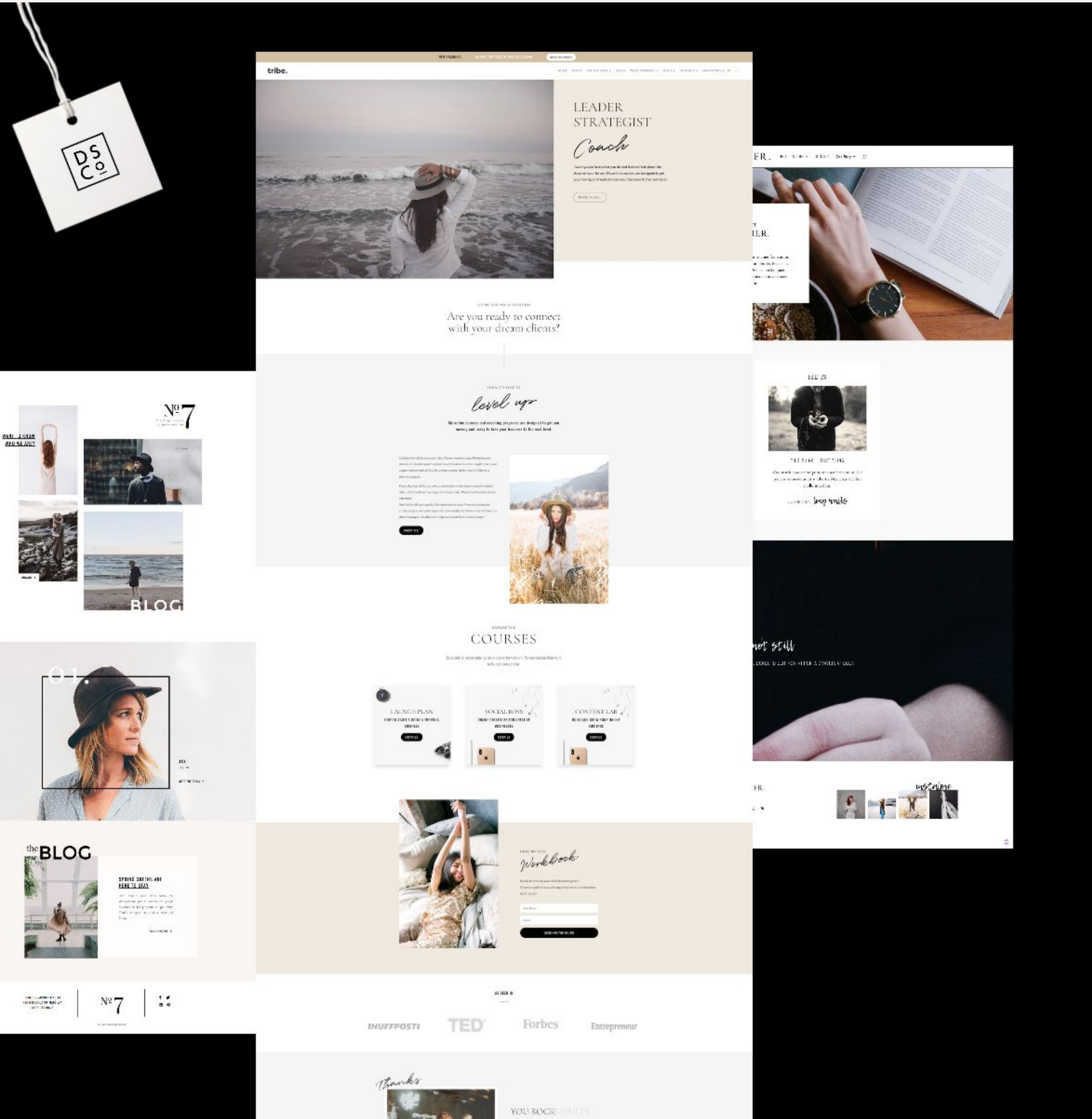
In the year I've been a member of The Marketing Fix, I have flipped my business from lifestyle photography to copywriting and branding photography and I have tripled my income in the process.

I went into 2020 not only with a great list of goals, but a target income that I wanted to achieve by the end of the year too.

I hit my target income in the last week of October! 🥰

SARAH WAYTE





Bonuses

- Includes the Pivot Plan expanded course which includes Facebook ads strategy, Canva template and a sales workshop with Jade Jemma.
- Includes a FREE WordPress theme from The Design Space worth **£150**
- Lock in the current price for life before it goes up next week

What does it cost?

~~£35~~ per month
£29

Lock in this price forever

Recurring payment - cancel anytime

Upgrade to annual anytime

30 day money-back guarantee

~~£350~~ per year forever
£290

Lock in this price forever

Recurring payment - cancel anytime

30 day money-back guarantee

Get a **FREE Design Space**
Theme worth **£150** when
you take out an annual
subscription.



What happens next?

- You have 10 days to lock in this deal
- Visit the link below to join or wait for the email
- I'll see you inside!

themarketingfix.co/become-a-member



Free Gift

**Beautiful 20 page
lead magnet template for
Canva**

Resources

themarketingfix.co/housekeeping



Questions?

Hit me up at melissa@thedesignspace.co

