





## What Is Marketing?

MARKETING IS EVERYTHING you do to promote your business, from the moment you conceive of it, to the point at which customers buy your product or service and begin to patronize your business on a regular basis. The key words to remember are *everything* and *regular basis*.

The meaning is clear: Marketing includes the name of your business, the determination of whether you will be selling a product or service, the method of manufacture or servicing, the colors, size, and shape of your product, the packaging, the location of your business, the advertising, the public relations, the sales training, the sales presentation, the telephone inquiries, the problem solving, the growth plan, the referral plan and the follow-up. If you gather from this that marketing is a complex process, you're right.

See marketing as a circle that starts with your idea for generating revenue and completes itself when you have the blessed patronage of repeat and referral business. If your marketing is not a circle, it's a straight line that leads right to the bankruptcy courts.

*From Guerrilla Marketing, 3rd Edition by Jay Conrad Levinson*



## 7 Steps to a Highly Effective Marketing Plan

Most business owners are DOERS not PLANNERS!

An example of the way most of us run our business is found in the following story.

One summer my husband, Roy, and I decided to travel by car to California. We live outside of Nashville, TN. We wanted to see the sights and arrive in San Francisco. We knew that California was West of Tennessee and that since Memphis is West of Nashville, we took Interstate 40 West to Memphis.

Shortly outside of Memphis I looked up and saw a sign, New Orleans, 250 miles.

"What?" I shouted. "New Orleans? What are you doing?"

To which Roy replied, "I picked up information at our last stop on a really great package plan that includes gasoline for \$.99 a gallon, buy one get one free dinner, and a free continental breakfast. All of this with the hotel room for only \$89 a night. I didn't see how we could go wrong."

"Is this the right way?" I asked.

"Check, the map." He replied.

At that point we both realized we thought the other one would pick up the map before leaving home. Oh well, no one could deny that this was a great package with a hotel room in New Orleans. We were on the way to successfully reaching California.

After spending the next morning in New Orleans we again headed West. Outside of Baton Rouge a friend called us on the cell phone and said that she had been reading the Bargain Hunter's Digest "*List of Must Do*". There was a place in San Antonio that was having the biggest "*Sale in History*." Since she knew that we were on our way to California she thought we would want to spend a day at this phenomenal sale. Of course she was right. When I mentioned it to Roy, he wanted to know if San Antonio was on the way to San Francisco.

"Well, the sign says West to Houston." I said. "I know Houston is in Texas. San Antonio is in Texas, so it must be. I'll ask the attendant when we stop to get gas how far it is."

"Should we stop and find a map?" Roy wanted to know. We talked it over, and decided since we knew that we were heading West, since we were already going 70 miles an hour, and since we were finding such great deals, why should we waste time, money, and effort in finding a map.

Sound crazy? ABSOLUTELY you say. And yet, this is exactly how most businesses are run. They have a product (like the trip in the story) and they want to earn a living and even become financially independent (San Francisco). They know they are getting there, because they are making more money now than when they started (for us, we knew because the signs kept indicating West).

Yet, is this the quickest, most effective, least expensive way to grow the business? Well the business owner is going 70 miles an hour, the advertising is a great deal, or some friend tells them they should add a certain product to increase sales; so they never STOP and take the time and effort to BUY A MAP. In other words, they never DEVELOP AN EFFECTIVE MARKETING PLAN.

Did we eventually reach San Francisco? Yes, we could have. Roy says it is important to let you know this is not a true story – He would never travel without a map. This would be a wonderful trip if time, money, and effort were bountiful. Will you make your goals in your business without a plan? Probably. However, if you want to build a successful business in less time, less effort, and use less money to do so, DEVELOP AN EFFECTIVE MARKETING PLAN.

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## Outline of the 7 Steps to a Highly Effective Marketing Plan

**Goal for this workbook:** Facilitate and lead you into developing a plan to use in marketing your business. You can add to, enhance, and improve as you go forward.

Purpose: To increase your business  
To increase your profitability

Step 1: Clearly define your product.

Step 2: Determine your best customer.

Step 3: What is unique about the way you do business? Why should your customer buy from you?

Step 4: What is your message?

Step 5: Ways to get your message to your best customer?

Step 6: What are your Marketing Goals?

Step 7: Develop a calendar and a budget.

Two things to remember:

1. **Marketing plans don't work! You work the marketing plan.**  
Whether this means you or your marketing staff, marketing is a "to do" that is an integral part of a growing, successful business.
2. **Results must be measured!**  
Whatever you do, find a way to measure results. How many new customers did you bring in as a result of this effort? How did sales increase?

Let's get started.



## Step 1: Clearly define your product.

Do people buy what they need or do they buy what they want?

People buy what they want. They use justifications to convince themselves they need the things they want. Agree?

What is/are your products?

What service do you provide?

When is this needed?

What purpose does this product serve?



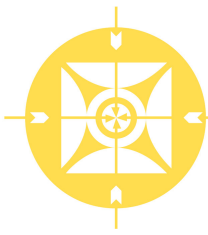
## Step 2: Determine your best customer.

KNOWING your customer intimately is the first step to MORE sales, EASIER sales, and LARGER sales.

1. Know WHO your customers are
2. Know WHAT your customers want
3. Know what MOTIVATES your customer to buy

To really get to know your customers answer these questions:

1. How does your potential customer normally buy similar products?  
*Case study: Elizabeth realized that over the last three years, her clients came from referrals from nursing homes, estate attorneys, and former clients.*
2. How have your clients come to you?
3. How do they decide to use your services?
4. If your business is new, how do people in general choose your product or service?
5. Who are the primary buyer and the primary buying influencer in the purchasing process?  
*Case study: Elizabeth found that the children of her patients were a large part of the process in choosing her services.*



6. What kind of habits does your customer have? (For instance, where do they get their information?)

*Case study: Elizabeth realized that it would be beneficial to hold seminars about holistic medicine and the alternative types of treatment in Centers devoted to Aging. She found that people using her service wanted to be educated about all the alternatives available.*

7. What are your target customer's primary motivations for buying (i.e. to look good, avoid pain, get rich, be healthy, be popular, etc.)?

Your ideal customer is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

That client reads the following: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

They attend: \_\_\_\_\_

They make decisions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Step 3: What is unique about the way you do business?

Pick a Niché or Declare a Unique Selling Proposition

If you say that your target customer is EVERYBODY then NOBODY will be your customer.

*Example: Which speaker would you hire first? The one that told you he could speak about anything. Or the one that told you she only gives speeches on writing an effective marketing plan? Most people would rather hear the expert.*

The marketplace is jam packed with COMPETITION.  
with ADVERTISING.  
with PRODUCTS.

You must set yourself APART from your COMPETITION.

### **BECOME AN EXPERT!**

Examples:

*Case study: Elizabeth only provides care for the elderly using holistic, alternative treatments. She is not a home health agency. She does go to the home. She sets her company apart with WHAT she does.*

What are some other examples of experts, specialists, etc.?

There are many ways to define a niché or a Unique Selling Proposition. While there is a distinction between these two, I tend to use them interchangeably. The importance is to differentiate your business.

What is unique about the way you do business?



## Step 4: What is your message?

### *Develop Your Marketing Message*

Your marketing message not only tells your prospect what you offer, but convinces them you are the best or the only business to provide this to them.

1. Answer in less than 15 words, "What do you do?"
2. List phrases and statements describing your business, your best customers, and what is unique about the way you do business.
3. Choose the best of these phrases to use in your marketing.



## Step 5: Ways to get your message to your best customers.

Jay Conrad Levinson gives us the following list of ways to market our business.

| <b>Weapon:</b> | <i>Using Well</i> | <i>Using, but needs work</i> | <i>Not using but should</i> | <i>Not Appropriate</i> |
|----------------|-------------------|------------------------------|-----------------------------|------------------------|
| 1              | Newspaper ads     |                              |                             |                        |
| 2              | Contests          |                              |                             |                        |
| 3              | Card decks        |                              |                             |                        |
| 4              | Posters           |                              |                             |                        |
| 5              | Seminars          |                              |                             |                        |
| 6              | Television ads    |                              |                             |                        |
| 7              | Signs             |                              |                             |                        |
| 8              | Sweepstakes       |                              |                             |                        |
| 9              | Door-to-door      |                              |                             |                        |
| 10             | Teleclasses       |                              |                             |                        |
| 11             | Radio ads         |                              |                             |                        |
| 12             | Banners           |                              |                             |                        |
| 13             | Trade shows       |                              |                             |                        |
| 14             | Yellow pages      |                              |                             |                        |
| 15             | Articles          |                              |                             |                        |
| 16             | Classified ads    |                              |                             |                        |
| 17             | Newsletter        |                              |                             |                        |
| 18             | Charity events    |                              |                             |                        |
| 19             | Networking        |                              |                             |                        |
| 20             | Infomercials      |                              |                             |                        |
| 21             | Billboards        |                              |                             |                        |
| 22             | Take-one box      |                              |                             |                        |
| 23             | Telemarketing     |                              |                             |                        |
| 24             | Magazine ads      |                              |                             |                        |
| 25             | Special events    |                              |                             |                        |
| 26             | Sales letters     |                              |                             |                        |
| 27             | Flyers            |                              |                             |                        |
| 28             | Emails            |                              |                             |                        |
| 29             | Movie ads         |                              |                             |                        |
| 30             | Ezine ads         |                              |                             |                        |
| 31             | Postcards         |                              |                             |                        |
| 32             | Door hangers      |                              |                             |                        |
| 33             | Agents            |                              |                             |                        |
| 34             | Media releases    |                              |                             |                        |

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|----|--------------------------------|-------------------|------------------------------|-----------------------------|------------------------|
| 35 | Fax broadcasts                 |                   |                              |                             |                        |
| 36 | Brochures                      |                   |                              |                             |                        |
| 37 | Gift certificates              |                   |                              |                             |                        |
| 38 | Word-of-mouth                  |                   |                              |                             |                        |
| 39 | Website                        |                   |                              |                             |                        |
| 40 | Sign picketing                 |                   |                              |                             |                        |
| 41 | Business cards                 |                   |                              |                             |                        |
| 42 | Catalogs                       |                   |                              |                             |                        |
| 43 | Air blimps                     |                   |                              |                             |                        |
| 44 | Public speaking                |                   |                              |                             |                        |
| 45 | Window display                 |                   |                              |                             |                        |
| 46 | Serve on an association board  |                   |                              |                             |                        |
| 47 | Charity fundraisers            |                   |                              |                             |                        |
| 48 | Reprints                       |                   |                              |                             |                        |
| 49 | 800 Number                     |                   |                              |                             |                        |
| 50 | Targeted list from list broker |                   |                              |                             |                        |
| 51 | Audio and videotapes           |                   |                              |                             |                        |
| 52 | Refreshments offered           |                   |                              |                             |                        |
| 53 | Credit cards                   |                   |                              |                             |                        |
| 54 | Club/Association membership    |                   |                              |                             |                        |
| 55 | Effective use of voice mail    |                   |                              |                             |                        |
| 56 | Circulars                      |                   |                              |                             |                        |
| 57 | Pricing                        |                   |                              |                             |                        |
| 58 | Contest                        |                   |                              |                             |                        |
| 59 | Phone on-hold marketing        |                   |                              |                             |                        |
| 60 | Research studies               |                   |                              |                             |                        |
| 61 | Make an audio tape interview   |                   |                              |                             |                        |
| 62 | Waiting room resources         |                   |                              |                             |                        |
| 63 | Customer Reactivation Letter   |                   |                              |                             |                        |



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|----------------|--------------------------------|-------------------|------------------------------|-----------------------------|------------------------|
| 64             | Free Consultations             |                   |                              |                             |                        |
| 65             | Logo                           |                   |                              |                             |                        |
| 66             | Promo Kit                      |                   |                              |                             |                        |
| 67             | Stationery                     |                   |                              |                             |                        |
| 68             | Testimonials                   |                   |                              |                             |                        |
| 69             | Classified Ads                 |                   |                              |                             |                        |
| 70             | Start a Fusion Marketing Group |                   |                              |                             |                        |
| 71             | Master Mind Group              |                   |                              |                             |                        |
| 72             | Follow-Up                      |                   |                              |                             |                        |
| 73             | Assisting in others' workshops |                   |                              |                             |                        |
| 74             | Sales Training                 |                   |                              |                             |                        |
| 75             | Teach Adult Education Courses  |                   |                              |                             |                        |
| 76             | Theme Line                     |                   |                              |                             |                        |
| 77             | Displays with other businesses |                   |                              |                             |                        |
| 78             | Join the Chamber of Commerce   |                   |                              |                             |                        |
| 79             | Host your own radio show       |                   |                              |                             |                        |
| 80             | Panel or Advisory Board        |                   |                              |                             |                        |
| 81             | Write a book                   |                   |                              |                             |                        |
| 82             | Have a Board of Directors      |                   |                              |                             |                        |
| 83             | Competitive Advantage          |                   |                              |                             |                        |
| 84             | Referral Sheet                 |                   |                              |                             |                        |
| 85             | Hours, days of operation       |                   |                              |                             |                        |
| 86             | Satisfied Customers            |                   |                              |                             |                        |
| 87             | Follow up!                     |                   |                              |                             |                        |
| 88             | Unique Selling Proposition     |                   |                              |                             |                        |
| 89             | Marketing Plan                 |                   |                              |                             |                        |
| 90             | Outrageously Good Service      |                   |                              |                             |                        |



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|-------------------------------------|-------------------|------------------------------|-----------------------------|------------------------|
| 91 Positive Attitude and Enthusiasm |                   |                              |                             |                        |
| 92 Create an Advocates list         |                   |                              |                             |                        |
| 93 Post on an e-bulletin board      |                   |                              |                             |                        |
| 94 Free workshops                   |                   |                              |                             |                        |
| 95 Free Information                 |                   |                              |                             |                        |
| 96 Continuing Education Credits     |                   |                              |                             |                        |
| 97 Free gift                        |                   |                              |                             |                        |
| 98 Link to other websites           |                   |                              |                             |                        |
| 99 Photograph                       |                   |                              |                             |                        |
| 100 Add signatures to your emails   |                   |                              |                             |                        |
| 101 Promo One Sheet                 |                   |                              |                             |                        |

*Most of the above were taken from Guerrilla Marketing Attack: New Strategies, Tactics & Weapons for Winning Big Profits from Your Small Business by Jay Conrad Levinson.*

Choose the top 5 to 10 weapons you will use for the Big To Do List:

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Choose the 2 to 4 that you will use monthly:

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |



## Step 6: What are your Marketing Goals?

Set S M A R T goals:

S ensible

M easurable

A chievable

R ealistic

T angible

Goals should include: financial elements, such as amount of income, number of sales, amount of profit.

And non-financial elements, such as books you will read, networking events to attend, and number of articles published.

Bottom line:

***What are your 3 top goals for this marketing campaign?***

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## Step 7: Develop a calendar and a budget.

This is the step where you plan your attack. You begin to take action.

Take a calendar. I like to use a large one. I put it on the wall and use different colored stickers to indicate what I plan to do when.

Schedule your activities on your calendar.

Plan a budget based on these activities.

Keep track of your effectiveness. What is working, continue. What is not working, change a little. If it still does not work, do something new.



## **Bibliography:**

**The following books by Jay Conrad Levinson are recommended reading:**

**[Mastering Guerrilla Marketing:](#)**

100 Profit-producing insights you can take to the bank

**[The Guerrilla Marketing Handbook:](#)**

The Guerrilla Marketers Almanac

**[Guerrilla Creativity:](#)**

Make Your Message Irresistible with the Power of Memes

**[Guerrilla Marketing, 3rd Edition:](#)**

Secrets for Making Big Profits From Your Small Business

**[Guerrilla Marketing Attack:](#)**

New Strategies, Tactics and Weapons for Winning Big Profits From Your Small Business

**[Guerrilla Marketing With Technology:](#)**

Technology Unleashing the Full Potential of Small Business

**[Guerrilla Marketing Online \(2nd Edition\):](#)**

Your handbook for survival and success in cyberspace

**[How to Guerrilla Market Yourself:](#)**

Get what you deserve

**[Guerrilla Trade Show Selling:](#)**

New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales

**[The Way of the Guerrilla:](#)**

Achieving success and balance as an entrepreneur in the 21st century

**[Guerrilla Marketing Online Weapons:](#)**

100 Low-cost, high-impact weapons for online profits and prosperity

**[Guerrilla Advertising:](#)**

Cost Effective Tactics for Small Business Success

**[Guerrilla Marketing Excellence:](#)**

The Fifty Golden Rules for Small-Business Success

**[Guerrilla Marketing Weapons:](#)**

100 Affordable Marketing Methods for Maximizing Profits From Your Small Business

**[Guerrilla Selling:](#)**

Unconventional Tactics for Increasing Your Sales

**[Guerrilla Marketing for the Home Based Business:](#)**

If you run a business from home, this book is for you



## Invitation for you:

We have coaching classes to work through this workbook. If you are interested in joining one of these groups, please email us.

The classes are on the telephone. Please email us for time availability and fees.