



Using Marketing to Make More & Work Less

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These secrets are have helped me, my customers and my millionaire mentors to make more while working less. I look forward to hearing how you use them to market and do the same.

Don't put it off – start today, right now!



A Quick Note on Marketing

When you identify a target market, or a unique selling position (USP) you can do it across your whole business, or you can do it per product or service, or using groups.

Start looking at your business as a whole, but if you have different niches you market in, then complete this form for the different niches, to turbo-charge your marketing in each niche.

Remember if any of this is ever unclear, or you're not sure – just ask. I really want to hear from you – so put a comment or question on the membership site, or ask a question in one of the webinars. Don't struggle through by yourself, if you need help just ask, that's what I'm here for.

All the best,

Andrew.



1. Get your Mindset right

How do you help your customers?

What results do your customers get?

Does marketing and getting more customers create a Win-Win?
(For you and your customers, how?)



2. Who are you Marketing to?

What are your customer demographics?

(Married, kids, income level, where do they live, how old are they?)

What do they value?

(Personal service, being on time, good follow up, best prices?)

What motivates them to buy?

(Is it a change in circumstance, pain, something breaks?)



Logically what are they buying?

(Save money, fixing something, entertainment?)

What is going on emotionally before they buy?

(In pain, angry, frustrated, upset?)

How are they emotionally after buying?

(Is it relief, a feeling of belonging, happiness, joy?)



Is there 'the push' (an event or motivating factor that causes them to buy)?

Do you use any of this in your marketing? If not how could you use it?

What else could you offer as a product or service? (To better solve these problems, or meet a need that is not being met?)



3. What is your Message?

Do you have a USP? What is it?

What makes you different from your competition?

(What do you do that they don't, is this covered by your USP?)

Why do your customers choose you? Does your USP cover this?

Does your USP include benefits for your customer? What are they?



Can your USP be written as an Elevator Pitch?

(Does it WOW? Will your ideal customer ask you *“how do you do that?”*)

What offer works best with this USP?

(Recommendation / Overpowering / Free / Loss Leader / Taster)

What will the offer be?

(Details / How Much / What do they get / Does it excite the target market?)



What Medium do you use?

Where are your customers? What do they read, watch and listen to?

When do they need your Offer? Can you target an event or 'the push'?

What medium will work best and give you the best return on investment (ROI)? (Online / Offline / Radio / Direct Mail / Partners / Press Release / Referrals / YouTube / Forums / Telemarketing)



Track Your Marketing & Follow Up!

Track your marketing and follow up. In many businesses sales occur (even up to 90%) after the first contact. Market, Follow Up & Track!

What do you need to do this? Do you need help – Kim can help set up tracking - [give her a call](#).

What will your follow up schedule be? (e.g. 7 days, then 14, then every 21 days – as appropriate for your business & customers)

How often will you review and refine your marketing funnels? Monthly / Quarterly, schedule these now to constantly improve your results.
