

7 Step Process to a Captivating Marketing Strategy

Step 1 - BRAND

Gain clarity with what you offer, who you serve & how you're DIFFERENT.

1. Understand the mindset, attitudes beliefs and values
2. Research the market
3. Define your ideal client
4. Segment your market
5. Conduct a Competitive Analysis
6. Identify your powerful niche
7. Create your ideal client profile
8. Identify your Unique Selling Proposition
9. Create your Authentic Brand

There's only one you ... be amazing.

Step 2 - COLLATERAL

Create Effective marketing materials to attract and compel ideal clients.

- Social Media
- Business Cards
- Brochure
- Etc.

Step 4 - DISTRIBUTION

Find distribution channels that will reach your clients. Consider:

1. Online
 - Social Media
 - Video
 - Article Marketing
 - Blogging
 - Webinars
2. Offline
 - JV Partnerships
 - Book Publishing
 - PR
 - ❖ Publicity
 - ❖ Awards
 - ❖ Speaking & Teleseminars
 - ❖ Sponsorships
 - Networking Events & Conferences
 - Direct Marketing

Step 5 - COMPEL

Create Irresistible Free Offer

- CD/MP3
- Special Report
- Video/Audio/Templates
- Checklists
- Teleclass or Webinar
- eCourse
- Free Sample

Step 7 - SOLVE

1. Offer a complimentary strategy session or another way to connect with you.
2. Close the sale
 - Inbound Sales Calls
 - Proactive Sales Calls

Step 3 - CONTENT

Create amazing content that resonates with ideal clients. This can be a blog posts, press releases, even Facebook and Twitter updates.

Step 6 - NUTURE

Build a relationship with a consistent follow-up strategy:

- Weekly/Monthly Tips or Resources
- Teleclass or Webinar



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