

MASTER YOUR MARKETING WORKSHEET



FIND YOUR WHY:

- Why are you in Business?

- What goals are you trying to achieve?

- Who will benefit from you being in Business?

- What is the alternative to you running your Business?

TARGET IN ON YOUR TOP CLIENT:

- Who does your Business serve?

- To Whom do you bring the most value?

- What type of Client do you enjoy working with the most?

- What type of Client is the most profitable for your Business (highest LTV)?

DEFINE YOUR BRAND

- How do you want your Business to be perceived by your target audience and the public at large?

- What core values do you hold most important to your WHY?

- What does your Brand look like? Colors, fonts, and shapes matter.

- What does your Brand sound like?

DEFINE YOUR BRAND - COLORS

- Red — Red stands for passion, excitement and anger. It can signify importance and command attention.
- Orange — Orange stands for playfulness, vitality and friendliness. It is invigorating and evokes energy.
- Yellow — Yellow evokes happiness, youth and optimism, but can also seem attention-grabbing or affordable.
- Green — Green evokes stability, prosperity, growth and a connection to nature.
- Light Blue — A light shade of blue exudes tranquility, trust, openness. It can also signify innocence.
- Dark Blue — Dark blue stands for professionalism, security and formality. It is mature and trustworthy.

DEFINE YOUR BRAND - COLORS CONTINUED

- Purple — Purple can signify royalty, creativity and luxury.
- Pink — Pink stands for femininity, youth and innocence. It ranges from modern to luxurious.
- Brown — Brown creates a rugged, earthy, old-fashioned look or mood.
- White — White evokes cleanliness, virtue, health or simplicity. It can range from affordable to high-end.
- Gray — Gray stands for neutrality. It can look subdued, classic, serious, mysterious or mature.
- Black — Black evokes a powerful, sophisticated, edgy, luxurious and modern feeling.

DEFINE YOUR BRAND - PERSONALITY & VOICE

What is your Brand's personality?

- Serious and Professional
- Warm and Friendly
- Cool and Quirky
- Funny and Playful

What does your Brand sound like?

Your website content, social media posts, marketing materials, and any other communication that you may have with your audience should have the same tone and personality.

IDENTIFY YOUR TOP SERVICES:

- Which service(s) do you get the most demand for?

- Which service(s) brings you the most profit?

- Which service(s) do you enjoy providing the most?

- Which service(s) is/are the easiest to scale?

WHAT ARE YOUR COMPETITORS DOING?

- Who are they?

- What services are they providing?

- What prices are they charging?

- What Marketing strategies are they using?

WHAT IS THE ONE THING THAT SEPARATES YOU?

- What can you do differently from your Competitors?

- What is your Business really good at?

- Is it scalable? In what ways?

WHICH MARKETING STRATEGIES HAVE WORKED FOR YOU SO FAR?

Estimate the percentage of Clients that you have gotten from each Marketing channel:

- Social Media Marketing

- Facebook
- Twitter
- LinkedIn
- Instagram
- Youtube
- Pinterest
- Other _____

- Social Media Paid Ads

- Facebook
- Twitter
- LinkedIn
- Instagram
- Youtube
- Pinterest
- Other _____

- Google Marketing
 - Google My Business Account
 - Paid Google Ads
- Email Marketing
- Text Marketing
- Online Lead Generation
- Professional Networking Events
- Professional Associations/Groups
- Referral System
- Word of Mouth
- Online Customer Reviews
- Search Engine Optimization
- Voice Search
- Private Events
- Event Vendor/Sponsor Marketing
- Video Marketing
- Positioning yourself as an Expert
 - Public Speaking
 - Writing
 - Teaching
- Direct Mail
- Cold Calling

Most Successful Marketing Strategies	% of new Clients
1	
2	
3	
4	
5	