

Map to Success

DAY 2



Attention-Grabbing Headlines

Problem leading headlines resonate with prospects and let them know you understand them and they are not alone.

Examples:

"I peed myself."

"I know what happened the last time you took a 'vacation.' Sales plummeted... am I right?"

"9 things managers do that make good employees quit."

Path leading headlines resonate with prospects who are frustrated and need a guide to help them get to their desired end result. It implies the problem without necessarily calling it out.

Examples:

"How to quit your job, move to paradise and get paid to change the world"

"Where to find free images online."

"106 excuses that prevent you from ever becoming great."

Problem-Leading Headlines

Problem: _____

Headline #1: _____

Headline #2: _____

Headline #3: _____

Problem: _____

Headline #1: _____

Headline #2: _____

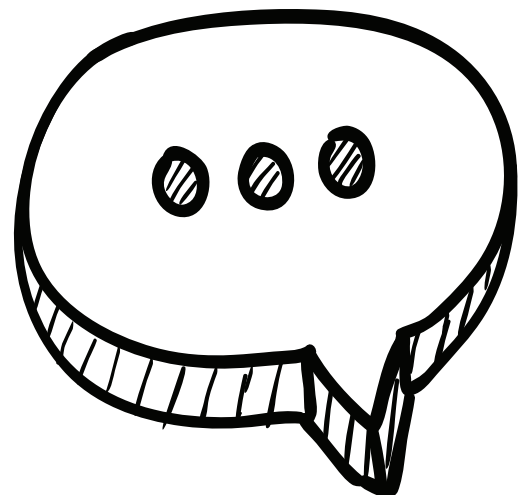
Headline #3: _____

Problem: _____

Headline #1: _____

Headline #2: _____

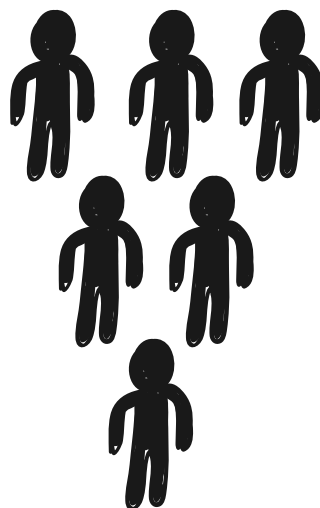
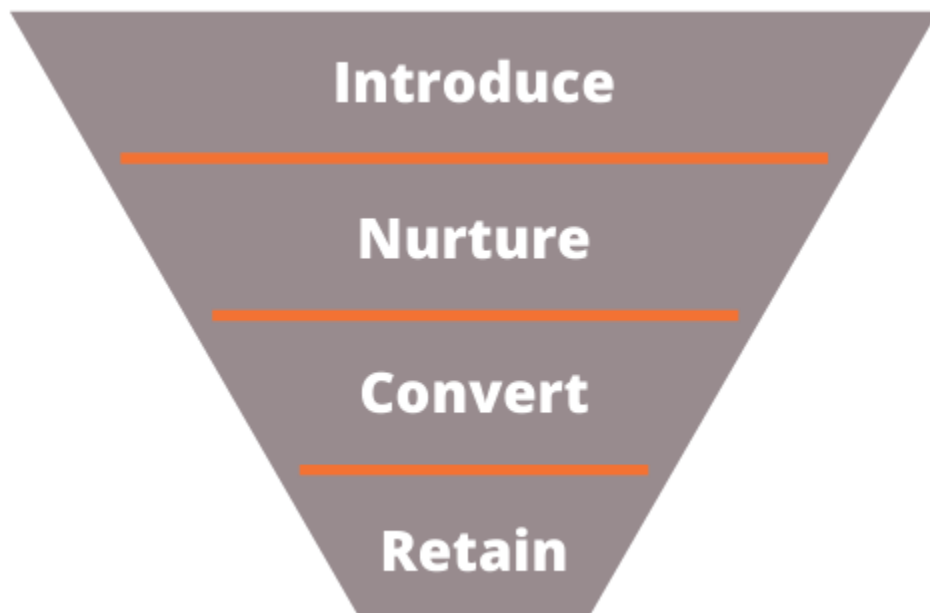
Headline #3: _____



Client Journey



Sales Funnel



Marketing Toolbox



Promotional offers

Enticements, bonuses, discounts, etc.

Advertising

Print, broadcast, Internet

Social media

Pages, groups, personal profiles, etc.

Web site

Optimized for searches; call-to-action on every page, featured products

Market analysis

Survey existing clients or prospect market to validate assumptions

Partnerships

Partner with non-competing businesses also targeting your market

Referral program

Reward clients for sharing you with their friends and colleagues

Events

Host events to boost a promotion, introduce a new product, or just to say thanks

Guerrilla

Participate in festivals, trade shows, etc. Get in front of your prospects.

In-store merchandising

Point-of-purchase opportunities, overall environment impression, etc.

Communication

E-newsletters, email campaigns, direct mail

Sales strategy

Face-to-face conversation strategy from first introduction to closing

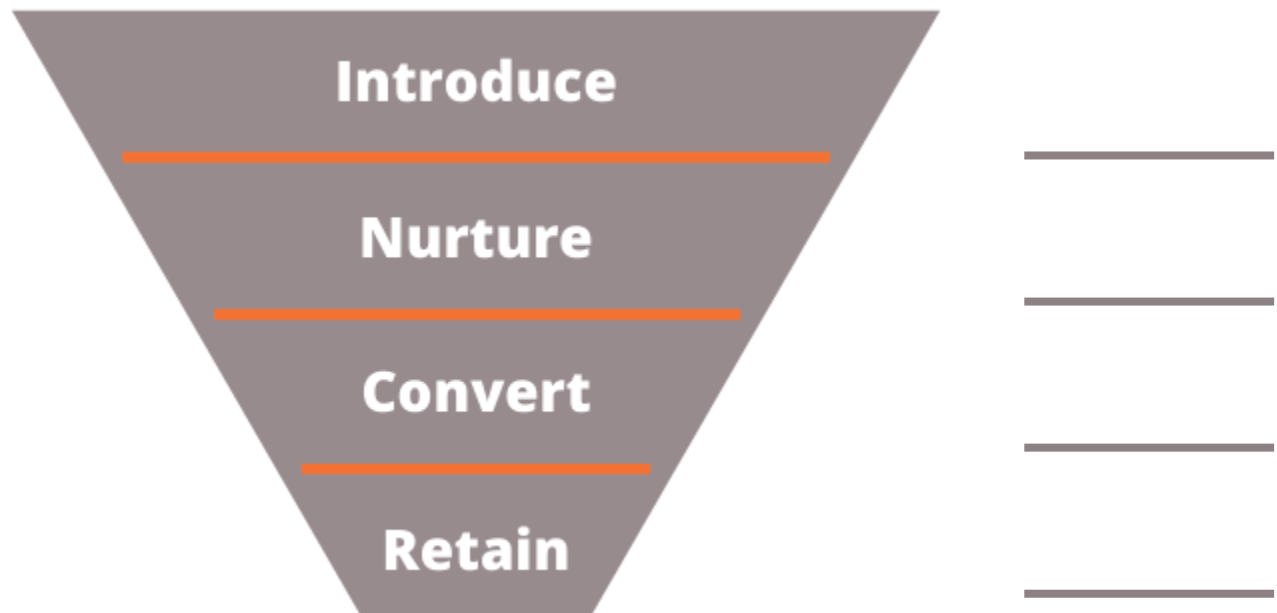
Retention

Express appreciation for business relationships

Speaking

Seek events your prospects attend and ask to speak

Weakest (1) to Strongest (4)



Marketing Implementation

Funnel Priority: _____

Marketing Tactics: _____

Estimated Time: _____

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Highlight the most effective tactics that will yield the most results.

Time-block your priority tactics in your planner.



Key Performance Indicators

Tactic: _____

Goal: (i.e. x market research calls made) _____

Time Invested: _____

- _____
- _____
- _____

Tactic: _____

Goal: (i.e. x social media posts made) _____

- _____
- _____
- _____



Key Performance Indicators

Tactic: _____

Goal: (i.e. x market research calls made) _____

Time Invested: _____

- _____
- _____
- _____

Tactic: _____

Goal: (i.e. x social media posts made) _____

- _____
- _____
- _____



Key Performance Indicators

Tactic: _____

Goal: (i.e. x market research calls made) _____

Time Invested: _____

- _____
- _____
- _____

Tactic: _____

Goal: (i.e. x social media posts made) _____

- _____
- _____
- _____



Let's work together!

Schedule a discovery call:

www.rethink-marketing.com/crush-app



Success