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Create Your Marketing Strategy in 3 Easy Steps





WELCOME TO CREATING YOUR MARKETING STRATEGY IN 3 EASY STEPS

Running your own business isn't always the easiest option. There are so many things you are supposed to know and so many things to do all the time. In fact sometimes I think it's impossible!

But one of the main things that makes it feel difficult is a lack of strategy. This is especially true of your marketing and is the No.1 issue that business owners tie themselves in knots about.

WHEN YOU DON'T HAVE A MARKETING STRATEGY YOU WILL:

- Use a scatter gunning approach to your marketing, trying to cover ALL the social media platforms and feeling like you aren't getting anywhere
- Get enthusiastic about some aspect of your marketing for a while (maybe making videos for YouTube, blogging, or writing newsletters) but then run out of steam and drop it
- Feel like you are in 'selling' mode all the time, but feel frustrated that you aren't getting customers

I have been in business for 25 years and in that time I have worked with literally 100s of business owners who will say things like:

“When I go to market myself I feel like I say the things as everyone else. How do I find something different to say?”

OR

“ I sit down to do my social media but I can’t think of anything to say.”

Fortunately with a little upfront investment of your time, you can put together a really simple marketing strategy so you will:

- Always have something original, engaging and compelling to say
- Find publishing consistently on social media easy and fun
- Convert followers to customers so you can increase your income

You don’t want to be the best-kept secret in your industry. Create a simple marketing strategy that works for you over and over so you can free up your time and energy doing the things you love in your business.

What are you waiting for?!

There are 3 steps to creating your marketing strategy that are so simple you will never forget them:

1. Grow Your Audience
2. Grow Your List
3. Launch Your Product/Service

And that is literally it. That is your marketing strategy.

Now before we get started, and dig in to the details I want to be clear that creating a strategy doesn't mean it is set in stone and never, ever changes. It will always need to be reviewed and revised, but each time you do, it will get better and better because you have put in all the legwork already and don't need to keep reinventing the wheel each time.



SO, LET'S START WITH STEP ONE: GROW YOUR AUDIENCE

I am assuming you are here because things are not perfect with your business (not that things ever are!), because you wish to grow in some way, because you know your business could do better?

That's where my [FREE two hour business review](#) comes in. I want to show you how I can make a difference to your business and look at anything that could prevent you achieving your goals and seeing that growth.

So, the first step in growing your business is to grow your audience – the people you are marketing to. They could be a combination of people who have already bought from you (clients and customers) or people who haven't, yet (prospects).

Whoever they are, they represent the people that your business is there to serve. They have a problem that you have identified and you have found a way to solve it. They are in the market for buying whatever you are selling (products or services) so you need to engage with them, so here's how:

1. Pick one platform
2. Create problem solving content
3. Publish consistently
4. Don't forget to engage

1 - PICK ONE PLATFORM

As a small business owner, I am guessing you don't have a lot of spare time and/or limitless budgets. What I see business owners doing all the time is trying to run several social media platforms at the same time and not doing a great job on any of them so I am going to suggest something radical – JUST PICK ONE. Boom! That's it.

Nothing fancy, or clever, or groundbreaking. Just concentrating all your efforts on one platform, now.

Go with the platform you feel most comfortable on, where your clients and prospects hang out and keep showing up. Focusing all of your energy on one platform means that you build momentum that leads to the sales conversions you are looking to create.

Remember, taking this strategic view of your marketing activities is about keeping things really simple.

If you are skeptical, just try it for one week, or a month and see what happens. I know this works because I have done it.

The minute I stopped trying to post on ALL the platforms and just stuck to one (LinkedIn in my case) things slotted into place.

2 - CREATE PROBLEM SOLVING CONTENT

You want to be known for something specific – to be the authority in your marketplace. The way you do that through your content is to ensure that it is speaking to all the different problems faced by your audience. Spend some time thinking about this, and maybe even doing some market research.

Remember your content is everything you put out to market yourself – social media posts, blogs, vlogs, newsletters and so on. Speak to the problems that they have and remember that content can be re-used and re-purposed again and again.

TOP TIP:

The quickest way to create content is to think about where your audience is now, and where they want to be in the future. What are they thinking, feeling and doing along the way? What are the stages in the process to get them from where they are now (the problem) and where they want to be (the solution)?

You can create content for each of these stages and show them the 'before' and 'after'.

Remember, whatever their problem/s is/are, there is a set of emotions that go with them – frustration, despair, fear, apathy and so on. When you speak to people's emotions it creates trust and enables you to become the 'go to' person in your industry.

3 - PUBLISH CONSISTENTLY

So now you have one platform, and you have some great problem solving content, ensure that you are posting 2-3 times a week on social media and are perhaps blogging or sending out a newsletter at least twice a month.

If you have great content, don't hide it. Get it out there so it can start doing the work for you of taking followers to customers.

Remember, they might well stay in the 'followers' bracket for a while (we'll come on to your mailing list in a while...) and which fine and all a part of the process. But if you aren't consistent with publishing they will lose interest and move on.

4 - DON'T FORGET TO ENGAGE

Once you have this great content out there you need to engage with your followers, don't leave them hanging!

What you are trying to do is have conversations and build relationships. This is not just about the numbers. Yes you want to increase your audience numbers, but you want to inspire loyalty, and trust and build a community so don't forget to engage!

Talk to your community and get to know them. Build trust and have fun!

Remember these 4 steps and you will see your audience grow and grow.



STEP TWO: GROW YOUR LIST

The second stage of your marketing strategy is to build and grow your list. The idea is to leverage your social media audience so you can grow your mailing list.

Remember – the BIG difference between our mailing list and our social media accounts is that we OWN our list. We DON'T own our social media account, because we don't own the platform – that is owned by Facebook or Twitter.

So the content for our mailing list should do 2 things:

1. Build value and be of service to our subscribers
2. Build trust as they get to know us

In order to grow your list you are going to need an effective list builder or lead generator (I'll use those two terms interchangeably) – a free resource that people get when they sign up to your mailing list.

And that's exactly what this download is! I have created a lovely free resource for you in exchange for your permission to email you with my newsletter. And if you decide I'm not the person for you and choose to unsubscribe, you can do that at any point, no hard feelings.

In fact it's important for both of us that you only stay on my mailing list if it's of benefit to you. I only want you to be here because it is helping you solve a problem, because you like what I have to say and you get some value from it.

SO HOW DO YOU CREATE AN EFFECTIVE LEAD GENERATOR?

A good list builder needs to:

- Solve a specific problem
- Have a clear benefit
- Lead to a quick win
- Be available right away (you don't want to make people wait for it)
- Position you as the expert
- Build connection and engender trust

If you don't currently have a free resource designed to get people to sign up to your mailing list, you need to create one – just one, and it should be your best stuff, the cream of what you know. It's something you want to be really generous with so people get value from it right away and want to know more about your work.

Here are some examples of types of lead generators:

- Tips and ideas
- 'How To' guides (be generous, but don't give everything away!)
- Checklists
- Spreadsheet templates
- Other kinds of templates
- Recipes (for food businesses)
- A week of exercises (Wellbeing businesses)
- Blueprints/Guides/ Roadmaps
- Scripts
- "What you need to know..."
- Videos
- Mini courses

Remember, just like all your content, your list builder/lead generator is designed to solve a problem. It is a specific piece of content you create once that keeps on working for you, and for your audience.

TOP TIP:

Your lead generator needs to do one of the following:

1. Encourage growth and /or change of some kind; personal growth/mindset change, business growth, physical change
2. Save your prospects/customers time and/or money
3. Give them specific learning tools or information
4. Take something that looks complex (like building a marketing strategy!) and simplify it

When you have created your list builder, you can use events to sell it. Things like:

- Online trainings/summits/bootcamps
- Challenges on Instagram or Facebook

Take your time to create a compelling, effective list builder and watch your mailing list grow and grow.

So now you have great content you are sharing on your ONE platform and a great lead generator or list builder to encourage people to sign up to your mailing list. Once you have put the time into these two aspects of your marketing strategy, you have already done a lot of the heavy lifting, so there is just one thing left to do...

THE LAUNCH AND REFLECT CYCLE VS 'SELL, SELL, SELL!'

In order to be effective, your marketing strategy needs to have a cycle so you can plan what you are doing throughout your year. Most of our businesses are seasonal to some degree. If you sell products, you might be busier at certain times of the year, depending on what they are, and the same goes for service-based businesses.

For example, I know that summer is usually a quieter time for me as people take a natural break from their businesses, but that September and January are busier because it's the time that people reflect on their goals and look ahead.

Plan your launches to coincide with your busy times, so you can use the quieter times to review, reflect and reevaluate.



STEP THREE: LAUNCH YOUR PRODUCT OR SERVICE

Do you feel like you are always in 'selling' mode in your business? Are you on a constant treadmill of saying the same things but not gaining any traction? The truth is, not only do you not need to be selling your products and services all the time but doing so might even be having a detrimental effect on your business and make your audience switch off.

Remember - If you are trying to sell all year round, not only will you get worn out and frustrated but your message gets tired, and people switch off because they feel like there is nothing new to hear, so they get bored. This is positively the worst thing you can do for your business so get off that treadmill today!

Now, I know what you are thinking, "Marisa this sounds great, but I only have one thing to sell. I'm not going to be creating new products and service all the time!" I hear you! But honestly, you don't need to and that's not what this is about.

Here's the thing – You don't need something new to sell in order to launch. You can re-launch something you already sell. As business owners we are constantly tweaking, honing and refining our offerings as the needs to our audience changes, or we identify new ways to help solve their problems.

I want you to really get this so you can get traction from your marketing strategy and start seeing the results you want to see – getting more customers and increasing your income, doing more of what you love.

Let's use my business as an example.

MY ANNUAL LAUNCH STRATEGY

In my business, I am trying to 'sell' just two things:

- 1.** The FREE two hour business review
- 2.** One of my 1:1 Coaching programmes following the FREE business review

So my launch cycle is always focussed on signing up prospects to the FREE business review and 'selling' that, because that is the first step in signing up to a programme.

And that's it.

Now because I know that January and September are busier months in my business and people are more likely to be in the market for buying business coaching services at that time, I gear my marketing promotion around those months.

This means that I know how my whole year is going to be mapped out in terms of marketing, and I now have a time for launching, and a time to reflect. Not only does this give my year structure, which is more relaxing for me, it also gives my marketing efforts a focus as I have a strategy.

I'm only ever selling one thing at a time. I am never trying to sell multiple things at once. This isn't just of benefit to me, but it's of huge benefit to my audience because they are clear about what I am selling, and not overwhelmed by multiple offerings.

TOP TIP:

The No.1 reason small business owners feel thwarted in their attempts to market themselves and their businesses is because there are just too many marketing messages going out at the same time. This is overwhelming and unsustainable for them, and confusing for their audience, which is a lose-lose situation.

So instead, here's your mantra – repeat after me,

“I'm going to sell ONE thing at a time”

Here's how you're going to do it...

HOW TO BUILD YOUR LAUNCH

- Spend some time looking at your year and the busier and quieter times, and plan your launch to coincide with the busy times. And if you feel like you are busy just all the time, plan your downtime, and ensure that you are not launching when you want to take a break!
- Figure out what you are launching. It might be a workshop series, a course, a new product, a new way of getting an existing product, a new package and so on. Tweaking and refining existing products/services is absolutely fine and makes for a great launch (New, improved etc).
- Think about how to launch. A launch can be done in many different ways and can have lots of components, such as:



Launch videos – a series or mini course of videos where you promote something you do or unveil a new product or service



Webinars – these have the highest conversion to sales rates as you agitate a problem and give some tangible solutions



Livecasts – such as Facebook and Instagram Lives. These often include interviews with people that have used your product or service and is their story about why it worked for them/ what benefit it had.



Challenges – These are a great way to launch for service businesses in particular and are a brilliant way to build a community and encourage accountability.



Email marketing campaign – Simply put this is a series of emails talking about the thing you are launching each building anticipation of the product or service so it generates some excitement.

- But **REMEMBER** – you want to choose just one component to begin with – **NOT try and do all of them**. Just like your social media, doing just one thing is the way to build momentum and get results more quickly. So, for example, you might want to run a free training webinar that you promote through your (one!) social media platform and mailing list.
- You can also do a mini launch for your list builder, and maybe run a competition.

TOP TIP:

Your lead generator needs to do one of the following:

1. Whatever you do, keep it simple, especially if this is new to you and you are used to selling all the time.
2. Do not more than one or maybe two big launches a year, with one small one in between (like a flash promo)
3. Pick one or maybe two launch components

It gives all your marketing efforts a focus, gives you great content and something to talk about.



SO THAT'S IT! A QUICK RECAP...

So that's it! A quick recap:

Step 1 – Grow Your Audience – create good problem-solving content, publishing regularly and engaging.

Step 2 – Grow Your List – encourage people to sign up to your mailing list, which, unlike social media, you own, enticing them with your fabulous added value list builder. Don't be the best kept secret in your industry!

Step 3 – Launch Your Product/Service – be clear about what you are launching and when, and plan your annual strategy around this. Pick one (or maybe two) launch components so you can build momentum.

FINAL THOUGHTS

When you employ a good marketing strategy you:

- Make more sales
- Earn and build trust
- Create sustainability

Strategy gives you security and it gives you focus, so you don't disperse your energy trying to do 'all the things'. Take the time to build your manageable marketing strategy and you will be well on your way to growing your audience and increasing your income.



A NOTE FROM MARISA...

Hi!

My name is Marisa Guthrie and I'm a business coach to small business and serial entrepreneur with 25 years experience.

As someone who cares deeply about making the world a better place, I spent years thinking that I could either do good in the world, OR make money, but I couldn't do both because that would make me a sell out.

Small business owners are the most inspiring and hard working community of people I know. We have strong ethics and want to do good as well as make a profit. Well I'm going to show you how.

I want to help you shortcut your success, because doing it alone is costing you money, right now, and it's also costing you a lot of energy.

I'm here to help you simplify your business so you're not doing 'all the things' and getting burnt out trying. I want you and your business to thrive, not just survive.



WHY DO I OFFER A FREE BUSINESS REVIEW?

The free business review is a genuine fact-finding mission on both sides – for me to find out about your business, and for you to see if you want to work with me.

If I feel I can help further, I will suggest a solution that is appropriate to the problem, to your business, and to your financial situation. In other words, I won't suggest a costly consultancy programme if that is not realistic. I want to help you make money, not spend it unnecessarily!

If you like what you see and hear, great – we'll talk more. If you simply want to take away some pointers and initial advice, that's fine too. Either way, I'm here to help – and hope you will recommend me to others you know even if you don't feel my support is for you at this time. Word of mouth marketing is a powerful thing.

WHY TWO HOURS?

I want you to get genuine value. This gives me plenty of time to listen to you, relate to your business, understand where you want to get to, and assess any obstacles or problem areas that could prevent you achieving your goals.

I can't tell you exactly how I can help your business so book a FREE business review and let me show you.

Want to find out more about my 1:1 Coaching Programmes? [Learn more](#)



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