

The Entrepreneurs Marketing & Sales System



Part 1: Find Your Gap

We understand everything about you and your business - including the numbers that matter, where you are now, where you want to be, and why that's important to you.

The system gets you back in touch with your goal, the reasons why you set your business up in the first place and it keeps your goal front and centre so it can't get hidden, forgotten or compromised.

Part 2: Foundation Blocks

Putting in place the basic marketing systems to equip you for success. Includes things like:

- ① Marketing Asset Review
- ② Google My Business
- ③ Your Follow Up Process
- ④ Re-marketing & Pixel Tracking
- ⑤ Price Review
- ⑥ Systemised Review Collection
- ⑦ Your Marketing Calendar (with assets)
- ⑧ Your Knowledge Centre
- ⑨ Neighbourhood Cards
- ⑩ LinkedIn
- ⑪ Answer your phone - no missed calls

4. Nurture Your List

This is where you **keep in touch with all your prospects** by following up in the right frequency and with the right messages that build confidence, trust and propensity to buy.

It also makes sure that when they're ready to buy they at least talk to/consider you.

Getting this part of the system right is critical to achieving rhythmic acquisition.

3. Drive the Traffic (Media)

Together we'll compile all the possible marketing pillars to get your messages to your market, systematically.

Using all the numbers and insights we'll help you objectively assess which pillars are right for your business, and then prioritise them.

The system only ever works on THREE marketing pillars at any one time to get them in place and STABILISED, properly.

Once a marketing pillar is in place and stabilised, a new pillar can be introduced so there is ongoing development of marketing pillars...

2. Create Your Utterly Compelling, Differentiating, Messages.

Weak, bland, forgettable messaging is responsible for the failure of a lot of marketing - so we make sure none of those traps are fallen into here. Three parts to this:

- Your Core Messages:

"Why should a prospect dip into their pocket and spend some of their hard-earned cash with you?"

*What is your **category of one?** (we'll create it with you if necessary)*

*What's your **brand and positioning?***

What do you stand for and against?

The tone and language of your marketing message?

- Your Bait/Content Messages:

*Together we'll create **RUCs** (Really Useful Content) that attract your ideal prospects and bring them into your sales funnel/process.*

*Normally, you'll also create your **Knowledge Centre** on your website at this stage.*

- Your 'Don Corleone' Offer Messages:

We'll help you create offer/s that they can't refuse...

Part 3: Fix Your Marketing

The System breaks everything down into bite-size bits and you'll only ever tackle one or two pieces at once, so you'll never be overwhelmed.

1. Understand Your 'Dream Buyer' (Market)

Understand exactly who your target market is - we'll drill down on your ideal avatar (possibly multiple avatars for some businesses) and we'll look to the future in terms of the ideal customers that you want to attract and move towards.

We'll also help you niche and sub-niche where appropriate.

Part 4: Know the Score

If you don't know the score you can't tell the winners from the losers so together we'll start by understanding how many leads are expected from each marketing pillar, per week or month (as appropriate), and then tracking what actually happens.

- Conversion rates will be tracked;
- Cost per lead - and per sale - by marketing pillar will be tracked;
- Sales will be tracked.

List growth, web visitors, page per visit, pixelled audience size, etc.

Together we'll construct a single-page **Weekly Sales and Marketing Scorecard** that is bespoke for your business with all the right elements on it. The visibility and focus this brings is game-changing for almost every business.

Part 5: Stabilise - Optimise - Maximise

Most businesses will go through The Entrepreneurs Marketing & Sales System at least three times and each 'circuit' will typically take 9-18 months.

Your first circuit is the stabilisation phase. Stabilise is all about developing your sales and marketing processes so that they are consistently successful. At the end of the stabilisation phase, you'll have customers coming in rhythmically, predictably and consistently. You'll be servicing those customers competently and the business is operationally solid.

Once you're stable, we then look to optimise. This is your second 'circuit'

In optimization mode, we are taking the stable systems and making them better.

- This is when we will **improve your customer journey.**
- We'll start to remove the **business owner from the sales process** - and from your role in the service delivery.
- We'll also start to **reduce your cost per acquisition** as we optimise the different marketing funnels based on their activity and what is happening.

The third circuit is Maximise mode.

This is when we look to properly scale the business, expand the growth of customers, maybe even offer more services.