

# MARKETING BLUEPRINT



A guide for service based business owners to reach their first 100K.

## 1. DETERMINE YOUR IDEAL CLIENT



Create a detailed profile of exactly who you want to work with and exactly who you do NOT want to work with. Many times understanding who you don't want to work with will lead you to your ideal client.

Start by determining the ultimate transformation your client will see after working with you. What problems will you solve and how will that make them feel? Then, map out exactly what you will do to get them there and what period of time it will take to ensure they get those results.

## 2. CREATE YOUR OFFER



## 3. CREATE COMPELLING COPY



When messaging, write only to your ideal client. What do they need to hear to work with you? Are you addressing their pain points and spelling out how you can help them? Remove all fluff and use simple, direct language.

Host focus groups with your ideal clients to test your offer and message. Gain feedback and adjust your program accordingly. Offer your time in exchange for theirs so these ideal clients can sample what it's like to work with you.

## 4. CONDUCT MARKET RESEARCH



## 5. LAUNCH INTO THE WORLD



The only way you can actually perfect your offer, message, and marketing is to launch into the world and start serving clients. Create a launch plan and work through any limiting beliefs that are stopping you from gaining clients and making your first 100k.

Stay the course for 3 full months and then repeat steps 1 and 2 every quarter until you reach your first 100K. Fine tuning your ideal client, copy, and working through limiting beliefs are the keys to your success.

## 6. REPEAT EVERY QUARTER TO FINE TUNE

