



Christopher Richards
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Principle: Get simple!

Be in one business

Focus on one marketing objective

Develop a strong marketing message

Support the message in all communications

<p>Commit to the process (Plan, test, execute, learn, refine, test, execute...)</p> <ul style="list-style-type: none">• Spend time learning• Take small steps• Invest time and money• Communicate• Work with what you have now• Track progress <p>Who are you?</p> <ul style="list-style-type: none">• Industry• Description• Services• Products• Strengths• Weaknesses• What are customers saying? <p>Who are your prospective customers?</p> <ul style="list-style-type: none">• Industry• Sales volume• Repeat business <p>How to reach them</p> <ul style="list-style-type: none">• By phone?• Email?• Blog?• RSS?• Mail?• Search?• In-person?• Articles?• Presentations?• Discussion groups?• Referrals?• Where are they?• How will they find your website?• How will they know about you?• What do they read?• What do they watch?• Where do they go?• What do they hear?	<p>What do you want?</p> <ul style="list-style-type: none">• More prospects• Better prospects• Fewer bad prospects• Sell more to existing clients/customers• Hold or raise prices• Increase awareness• More efficient marketing• Competitive advantage• Turn prospects into clients/customers <p>They buy because:</p> <ul style="list-style-type: none">• They can't do it themselves• You demonstrate your value• Only you can do this _____• Your competition can't do this _____• Because they know you• Of your expertise• Of your convenience• Of your speed• Of your quality• Of your price• Of your personality• Of your reliability• Because you're fun to do business with• Because you're easy to do business with• Other <p>How did you measure activity?</p> <ul style="list-style-type: none">• Prospects• Customers• Revenues• Profits• Costs• Time <p>Your Promise:</p> <p>Your one-sentence message:</p> <p>Your budget in time:</p> <p>Your budget in money:</p>
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