



PROFITS PYRAMID PROGRAM™

Training #5

Powerful and Effective Marketing

Where are you at right now with your marketing? Review your marketing....

What marketing are you currently doing?

What marketing are you doing now (or have done in the past) that works really well? And what type of clients is each type of marketing generally attracting (A, B or C clients)?

Where are you at right now with your marketing? Review your marketing...cont.

Where do most of your clients come from?

What marketing are you doing now (or have done in the past) that doesn't work well – no or little results?

Who is your target market? Who are your ideal clients?

What drives them / what motivates your ideal clients?

Your target market/Ideal clients cont.

What pleasure are they looking for? What are their Desires and Dreams?

What pain are they looking to avoid?

Your target market/Ideal clients cont.

What challenges are they facing? What are they worrying about?

What values and beliefs do they have?

Your target market/Ideal clients cont.

What are their demographics - age / where they live / job / income range?

Where do they shop? What are their interests? Where do they go?

Engaging Messages

What information are you looking to get across to your target market?

What benefits are you looking to communicate to potential clients that they get when they purchase off you?

What message or information do you want them to understand?

Engaging Messages cont.

What are your values that are relevant to the business?

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What are the business values?

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Are your messages well matched to your ideal clients?

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Engaging Messages cont.

Does it resonate with them, is it important to them, do they care?

How do your engaging messages make your ideal clients feel?

Your Compelling Offer

What compelling offers can you make in your marketing?

What marketing funnels could you use for your marketing? Either short or long or a mixture of both. Be as specific as possible here about each step of the funnel.

This Week's Checklist

- Watched all the training videos for Marketing
- Change any of your current marketing to incorporate the powerful marketing strategies that you have learnt
- Watched any of the bonus trainings that are relevant to you
- Completed this Action Guide
- Attended the Kaizen Q&A Webinar on Monday afternoon
- Continue to observe of your thoughts, language, behaviours, habits during the week
- Continue your daily success rituals