

Week Four – Worksheet Four

Marketing Planning

Marketing your product is key to getting the best value out of your effort in creating it. Having a beautiful, value delivering product as your lead magnet is no use if no-one finds your opt in page! Equally, if no one finds your product for sale, on your website, or on Amazon, or wherever else you want to sell it, then no sales will happen.

There are lots of places that you can advertise the existence of your product, many free, but this does take some planning, and some focussed attention at regular intervals.

This worksheet will help you to decide what sort of places may be best to advertise the existence of your product, and will let you develop all of the information that you will then put into your actual marketing plan (template provided in Supporting Document One this week).

Look back at Week one, and your notes about your target audience, and where they ‘hang out’ – Do those places have the scope for advertising ? (Facebook groups, and pages, local clubs with notice boards – and everything in between!) make some notes below about where you audience are, and what advertising options may exist there.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

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Consider FB ads, if you either want to increase your opted in list fast, or want to sell a lot of your lower priced product to draw people in so that you can upsell them – a low budget can still make a good impact. What might your FB ad say ?

Email your existing list – tell them that you have a new product, and ask them to share the news with others – if your customers like you, they will! Also, who do you know, who also has an email list, that might share for you ? make some notes about your options here.

If you have created a product that is around 40 pages, or a series of three short products, consider making that a book, and selling on Amazon (Dreamstone Publishing can help with the technical of that) the marketing value for your business is enormous – how could you use being a published author ? Write some notes below about how you could use a book, and how you could bundle your content, to make a book.

Are there forums for your industry ? Do your customers use them ? If so, you can start a discussion there, about your topic, and show people what you know – once engaged, you should be able to mention your product, without being spammy. Some forum sites also have paid advertising – explore those possibilities.

Write some notes below about possible forums that you could use.

Can you write a press release about your product ? Can you make a good story out of what you are covering, and get an article in your local paper ? or a magazine ? can you get a guest blog post on another site ? Write some notes below about your ideas .

Where else can you think of, to tell people about your product ?

How much time, per week, can you put into marketing, for the next three months ?

if you can do one hour, every three to four days, you should be able to build visibility and get good results. The Marketing Plan Template provided will help you plan that out, so that you can make it part of your normal week.

Now go to the Marketing plan Template (Supporting Document One this week) and create your Plan.