



Marketing in the new economy
MARKETING ROADMAP
WORKSHOP



Marketing in the new economy

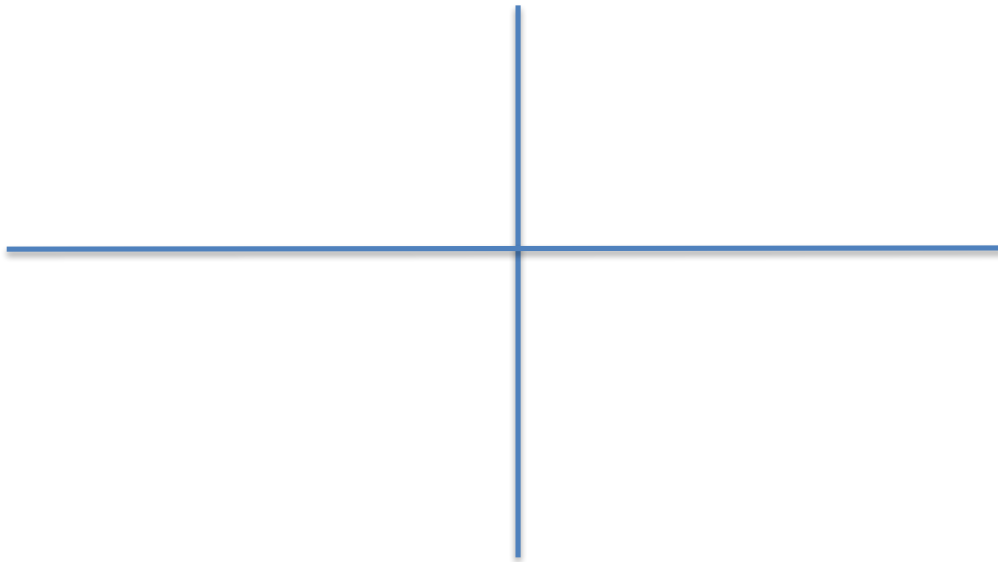
MARKETING ROADMAP WORKSHOP

BUILDING the foundation of your **CONFIDENT MARKETING ROADMAP**

What is a strategy?

Why a 90-day marketing strategy?

4 Cornerstones



In this series of webinars, we will only focus on _____

SESSION 1: YOUR CORE OFFERING

- Brainstorm various kinds of offers (You'll choose the one for this workshop to focus)

- SIMPLIFY Your core offering has 5 major components

1. TITLE _____

2. SUBTITLE _____

3. EMOTIONS _____

4. TOP 3 RESULTS

i. _____

ii. _____

iii. _____

5. PRICE TAG

HOMEWORK:

YOUR NEW OFFERING:

1. TITLE & SUBTITLE _____

2. MY DREAM CLIENTS WANTS TO FEEL _____

3. MY DREAM CLIENT WANTS TO ACCOMPLISH _____

4. WHY IS THIS URGENT _____

5. PRICE TAG & LENGTH _____

SESSION 2 Three Easy Positioning Tweaks

Every core offering page (ie landing page; sales page) needs 3 things:

1. _____
2. _____
3. _____

Crafting your Confident CEO Mini-Bio (5 parts)

1. what sets you apart?
2. what are you passionate about?
3. what have you created/founded/what do you teach?
4. what is your social proof?
5. what makes you human?

EXAMPLE:

Diana admits friends & family often thought she was crazy about her business endeavors. A sought-after expert in the world of marketing strategy & business growth, Diana Lidstone is THE strategist for CEOs, consultants and coaches throughout North America who are sick & tired of losing money because they simply don't know how to market themselves.

She is known as creator of the GPS Growmeter™ and founder of the Confident Marketing Roadmap™ & Shift live events. Diana is also a bestselling author of SHIFT INTO RICH: Navigate the 9 roadblocks to small business success

She is known for her straight-talk, no fluff approach – providing clarity & simplification. Her clients often see 10 – 100 times return on investment when working with her.

Diana & her husband of almost 45 years love boating in the Thousand Islands, Canada. She is mother to 2 grown children who love the live they lead! She is often found taking daily walks with her dog and drinking champagne (not at the same time!).

HOMEWORK – Create your own Confident CEO min-bio

Sentence 1:

Sentence 2:

Sentence 3:

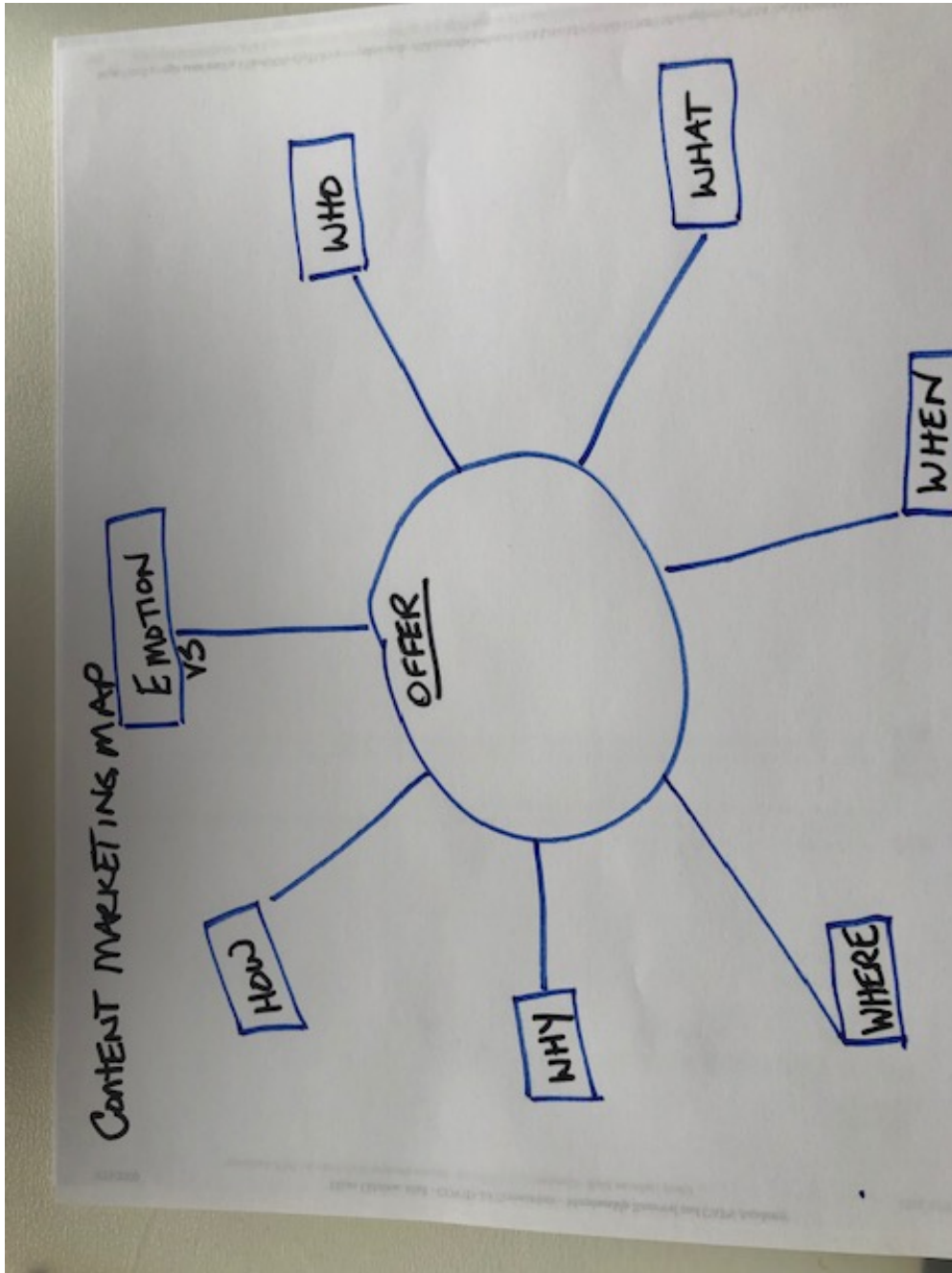
Sentence 4:

Sentence 5:

NOW SHARE THIS PUBLICALLY!!!

SESSION 3: Creating Content Confidently

TONITE'S WORD _____



DRAW YOUR OWN CONTENT MARKETING MAP on the next piece of paper

HOMEWORK – Post your map!!!

Prizes

SESSION 4: SPECIFIC SELLING STRATEGIES TO MATCH YOUR ENTREPRENEURIAL D.N.A.

What is Entrepreneurial D.N.A. (distinctive natural advantage)

Encompasses:

1. _____
2. _____
3. _____
4. _____

Your content style will directly impact your best & easiest selling strategy

WHAT'S YOUR CONTENT STYLE:

If you were given the preference between delivering content via

1. written word
2. live/video
3. video
4. audio

WHICH ONE WOULD YOU PREFER? WHICH ONE ARE YOU BEST AT? _____

Start with the one that you are the best at; focus on delivering content that way first.

WHY? Because it's easiest and secondly it will flow much more naturally! It will also be the best way for you to convert prospects into clients!!

Live (in person) Video	
Audio	
Written	
Visual	

HOMEWORK: WHAT SELLING STRATEGIES WILL YOU TEST?

1. MY CONTENT STYLE IS _____
2. 2 NEW SELLING STRATEGIES I WILL TEST:
 - i. _____
 - ii. _____

SESSION 5: Design a compassionate approach to setting sales goals

The obnoxious approach to sales:

A more compassionate approach to sales:

1. REVENUE GOALS Good | Better | Best
2. The DO-BE-HAVE Model aligning lifestyle goals with business/sales goals
3. Community & Collaboration

HOMEWORK: Share your goals

SET YOUR OWN SALES GOALS FOR YOUR NEW CORE OFFER:

TITLE OF OFFER: _____

REVENUE GOAL: GOOD | BETTER | BEST

_____ | _____ | _____

This next month, I want to:

DO _____

BE: _____

HAVE: _____

How will I involve community and/or collaboration:

BONUS SESSION QUESTION & ANSWERS

Bring your questions or your challenges to this session and Diana will answer you live during the session – like having Diana in your backpocket!!!

My questions are:

General Information

1. **JOIN FB group – *SHIFT YOUR BIZ*** - <https://www.facebook.com/groups/643391035802616/>

JOIN THE FACEBOOK LIVES at the times specified below.

REPLAYS will be posted under 'UNITS' on side bar.

HOMEWORK to be posted in the 'HOMEWORK' feed for the particular session.

2. **CUT OUT** your Bonus Gift 'Marketing Rockstar' door hanger to hang on the door where you'll be participating in the FB lives!



SIMPLIFY YOUR MARKETING GROW YOUR BUSINESS

FREE WORKSHOP SERIES
MARKETING FOR THE NEW ECONOMY

Session #1	May 25	4pm
Session #2	May 26	4pm
Session #3	May 27	4pm
Session #4	May 28	4pm
Session #5	May 29	4pm

REGISTER TODAY:
<https://dianalidstone.com/workshop-sign-up/>

If you'd like support to implement your plan, then let's schedule a complimentary **BREAKTHROUGH SESSION** [here](#).



Shhhh

Becoming a
**MARKETING
ROCKSTAR**

DianaLidstone

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Book Your FREE Marketing
Breakthrough Session -
<https://dianalidstone.youcanbook.me/>