

Marketing in the new economy

Marketing Workshop Week



Marketing in the new economy

MARKETING WORKSHOP WEEK

Let's get clear on where you are in your marketing journey and where you want to be:

The #1 job of your marketing is to generate
and .

Currently, I find that I'm in the state / phase of marketing proficiency (chose one):

1

2

3

I need these two important assets BEFORE I develop my marketing playbook:

1

2

In this series of workshops, we will only focus on:

Session 1: Compelling Core Offer

Today's Word:

Some people call this or .

In order to draw your Dream Client to you like a magnet – your offer MUST have these five P's:

-
-
-
-
-

Brainstorm various kinds of offers (you'll choose one one to focus on for this workshop):

Type into the chat... I'm an expert at

People need now.

SIMPLIFY: Your Compelling Core Offer has 5 major components

1. Title:

2. Subtitle:

3. Emotions:

4. Top 3 results:

1

2

3

5. Price tag:

NOTES

HOMEWORK: Post under DAY 1 graphic in the FB group

Your new compelling core offer.

1. Title & Subtitle

2. My dream client wants to feel...

3. My dream client wants to accomplish...

4. Why is this urgent?

5. Price tag and length.

Session 2: Three Easy Positioning Tweaks

Today's Word:

Every Compelling Core Offer page (ie landing page; sales page) needs 3 things:

-
-
-

Crafting your Superstar 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 endeavours – until she made them successful. Now, 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 the creator of the GPS Growmeter™ and founder of the Marketing Roadmap Intensive™. Diana is also the bestselling author of SHIFT INTO RICH: Navigate the 9 roadblocks to small business success.

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

NOTES

HOMEWORK: Post under DAY 2 graphic in the FB group

Create your own Superstar mini-bio.

Sentence 1:

Sentence 2:

Sentence 3:

Sentence 4:

Sentence 5:

Now share this publicly!

Session 3: Creating Content Confidently

Today's Word:

Five S's of marketing

1	
2	
3	
4	
5	

Content Marketing Map



HOMEWORK: Post under DAY 3 graphic in the FB group

Draw your own content marketing map below.



Session 4: Specific Selling Strategies to Match Your Entrepreneurial D.N.A.

Today's Word:

Entrepreneurial D.N.A. (distinctive natural advantage) encompasses:

1

2

3

This **ALIGNED** energy comes from your Entrepreneurial DNA.

NOTES

What is Your Content Style?

	VIDEO/LIVE	AUDIO	VISUAL	WRITTEN
How do you prefer to consume content?				
If technology and time were NOT an issue, which way would you prefer to create content?				
When creating content, which style makes you happier?				
If you had 30 minutes of free time to do anything at all – would you...	Watch a video about your hobby or passion	Listen to a podcast	Search the web for images that make you feel happy	Read a magazine
When it comes to sharing your expertise – which activity brings you more happiness; fulfillment?				
TOTAL				

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: Post under DAY 4 graphic in the FB group

What selling strategies will you work on first?

Which one would you prefer?

Two new selling strategies I will test:

1

2

NOTES

Session 5: Crafting Testimonials

Today's Word:

There are four main elements to creating testimonials

1	
2	
3	
4	

4 steps to create Killer Testimonials to raise your authority & credibility!

1	
2	
3	
4	

HOMEWORK: Post under DAY 5 graphic in the FB group

Share your video testimonial.

- ✓ State your name & business
- ✓ Problem you came to the workshop with
- ✓ One big takeaway
- ✓ Would you recommend this FREE WORKSHOP?



Bonus Session: Questions & Answers

Today's Word:

1. Setting your sales goals

Good:

Better:

Best:

Title of your offer:

2. Decide - Aligning your lifestyle goals

1

2

3

3. Decide - Is It going to be excuses or results?

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

JOIN FB GROUP – SHIFT YOUR BIZ

<https://www.facebook.com/groups/643391035802616/>

JOIN THE FACEBOOK LIVES at the times specified below.

Schedule the times & dates into your calendar:

Monday	January 18	1pm EST
Tuesday	January 19	1pm EST
Wednesday	January 20	1pm EST
Thursday	January 21	1pm EST
Friday	January 22	1pm EST
BONUS	January 23	1pm EST

REPLAYS will be posted under MEDIA / VIDEOS

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

CUT OUT your Bonus Gift 'Marketing Superstar' door hanger (on the next page) to hang on the door where you'll be participating in the FB lives!

INVITE your business bestie to attend with you! There is nothing better than having an accountability partner and of course Sharing is caring!

You're invited to schedule a call with Diana. If you'd like a [virtual coffee chat](#) - OR to schedule a Marketing Acceleration Session, please use this link: www.dianalidstone.com/schedule.



Shhhhh...
Becoming a
Marketing
Superstar

Diana Lidstone
diana@dianalidstone.com

Book Your FREE Marketing
Acceleration Session
<https://dianalidstone.com/schedule/>



MEET DIANA

Diana admits that friends & family often thought she had some crazy business ideas -- until they were successful! Now 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 and tired of losing money because they simply don't know how to market themselves.

She is creator of the GPS Marketing Growmeter™ and Marketing Trifecta™. She is also the best-selling author of SHIFT INTO RICH: Navigate the 9 roadblocks to small business success.

Diana and her husband of 45 years love boating in the Thousand Islands, Canada. She is often found taking daily walks with her dog and drinking champagne (not at the same time)!

