



# Master Your Marketing Foundation for Small Businesses + Entrepreneurs

*A guide to create the foundation  
of your marketing strategy so  
you can save time + see results!*



Hi there!

Frustrated with your marketing efforts? Has your marketing gotten stagnant? Was it ever really effective? Tired of trying everything and not seeing any results?

***Let me be honest here- it doesn't matter what tools you use to market your business, if you don't know your goals, your message or your buyer persona (ideal customer), you'll NEVER grow.***

I know that sounds harsh, but if people don't connect with you, they won't buy from you. If what you're saying and posting is not resonating with your ideal clients, they're not going to pay attention = a business in distress.

When you know what your goals are, who you're talking to and how to talk to them, it not only makes marketing more EFFECTIVE, but it makes it more EFFICIENT! You know what to say, when to say it and how to say it! You'll see better results and save TIME!

Want some more good news? Your competitors most likely haven't done these exercises. They're still spinning their wheels, trying the next new tool that promises to grow their business, going to bed worried, waking up stressed.

Believe me, I know how much time it takes to run a successful business- I've owned a few over the last 12+ years and we are so busy DOING the things, that we forget what's BEHIND the things. But it is so IMPORTANT! Sometimes we fly by the seat of our pants, but that doesn't work long term, which I'm sure you know by now.

Marketing in today's busy, busy world can be tricky and is hard to implement if you don't know where or how to get started. That's why we're going to start here! Pour a cup of coffee or a glass of wine and let's dive into these worksheets!

*nicole*

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**START HERE >>** Figure out your specific goals. What are they? Is it more leads? Higher conversion rates? Brand awareness?

**NEXT >>** Effective marketing starts with knowing who you are targeting. You need to take some time to figure out who your ideal customer/client is. We call this your “buyer persona”. For instance, if you’re selling RV’s and retired couples are generally your biggest client base, do you know where they hang out online so you can engage with them? (Tip: they’re probably not on Snapchat) What does their typical financial situation look like? What are their hobbies? What do they read?

By grouping people into buyer persona categories, it's much easier to tailor content, messaging, targeting and services to these different groups of people. And it's not hard, it just takes some a little focused time (~30 minutes) to brainstorm and create your buyer persona. If you have more than one ideal client, start with creating one core persona and build up from there.

Once you know your buyer persona(s), it's time to start creating your messaging + branding so you can attract them to you and your product/services.

**LAST >>** Branding is all about your unique messaging. It's actually pretty simple, but so often overlooked. It's so much more than your logo. It's your vibe, it's how you want people to feel when they land on your site or social, it's the images and colors you use to evoke emotion out of your potential customers. There's a famous quote that says people don't buy what you do or sell, they buy why you do it.

They want to feel that connection, that belief in why you're doing it. Your job is to take them along for the ride! So, what message are you sending? Be honest. What are you saying? Are you using words, images and the tone that your target persona would relate to? Should people put their trust in you and/or your product or services? If yes, why? How are you communicating this message to them? And, if you're not, you may want to refine your message. If you went to your website or social media profile(s) right now, would you say, “Yes- that's exactly what I want people to think of my business!”?

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# Smart Goals

## WORKSHEET

What are your goals? i.e. more leads, better conversion rates, brand awareness, etc.

Keep them S.M.A.R.T:

**Specific-** your goal should not be ambiguous and clearly state what is expected, why it is important, who's involved, where it is going to happen and how it's going to happen.

**Measurable-** your goal should have concrete criteria for measuring progress and reaching the goal.

**Attainable-** your goal should be realistic and possible for you to reach.

**Relevant-** your goal should be important to your business and address a specific initiative/problem.

**Timely-** what is the expected/desired date that you will reach the goal?

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# Smart Goals

## WORKSHEET

When do you want to hit these goals?

How much time are you going to spend each day/week to achieve these goals?

What do you need to do to achieve them? i.e. hire someone, download apps + tools, etc.

# Buyer Persona

## WORKSHEET

Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different types of buyers.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base through surveys and interviews.

You could have as few as one or two personas, or as many as 10 or 20, it really depends on your business.

What are some of your ideal customers? (i.e. retired couples, new mothers, families with children at certain ages)

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# Buyer Persona

## WHO

In this section, you'll fill out your persona's background, demographics, and identifiers.

What is their background? i.e. job, career path, family

What are their demographics? i.e. male or female, age, income, location

What are their identifiers? i.e. demeanor, communication preferences

# Buyer Persona

## WHAT

In this section, you'll fill out your persona's goals + challenges and what your business can do to help them achieve their goals and overcome their challenges.

What are their goals? i.e. renovate their kitchen, buy an R.V. for retirement

What are their challenges? i.e. not knowing where to start, budget

How can you (and your business) help them overcome their challenges + achieve their goals?

# Buyer Persona

## WHY

In this section, use quotes from customers and potential customers from surveys + interviews. Also be sure to add common objections.

Quotes about their goals

Common objections i.e. money, time, etc.

# Buyer Persona

## HOW

In this final section, create your marketing message that you'll use for this buyer persona.

Marketing message- how should you describe your offering to this persona?

Elevator pitch- how are you going to sell your product/service to this persona?

# Buyer Persona

## 20 Questions To Ask In Interviews

### Role

1. What is your job role? Your title?
2. How is your job measured?
3. What does a typical day look like?
4. What skills are required to do your job?
5. What knowledge and tools do you use in your job?
6. Who do you report to? Who reports to you?

### Company

7. In which industry or industries does your company work?
8. What is the size of your company (revenue, employees)?

### Goals

9. What are you responsible for?
10. What does it mean to be successful in your role?

### Challenges

11. What are your biggest challenges?

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# Buyer Persona

## Watering Holes

- 12. How do you learn about new information for your job?
- 13. What publications or blogs do you read?
- 14. What associations and social networks do you participate in?

## Personal Background

- 15. Describe your personal demographics (if appropriate, ask their age, whether they're married, if they have children).
- 16. Describe your educational background. What level of education did you complete, which schools did you attend, and what did you study?
- 17. Describe your career path. How did you end up where you are today?

## Shopping Preferences

- 18. How do you prefer to interact with vendors (e.g. email, phone, in person)?
- 19. Do you use the internet to research vendors or products? If yes, how do you search for information?
- 20. Describe a recent purchase. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service?

# Buyer Persona

## THE STORY

Write a short story including all the points you just went over. Be sure to give your persona a name, i.e. Pest Control Pete or Accountant Amy

# Branding + Messaging

## WORKSHEET

What are your customer's pain points?

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How can your products and/or services solve these problems?

# *Branding + Messaging*

## WORKSHEET

Think about barriers they might face i.e. the cost of your products/services, time, etc.

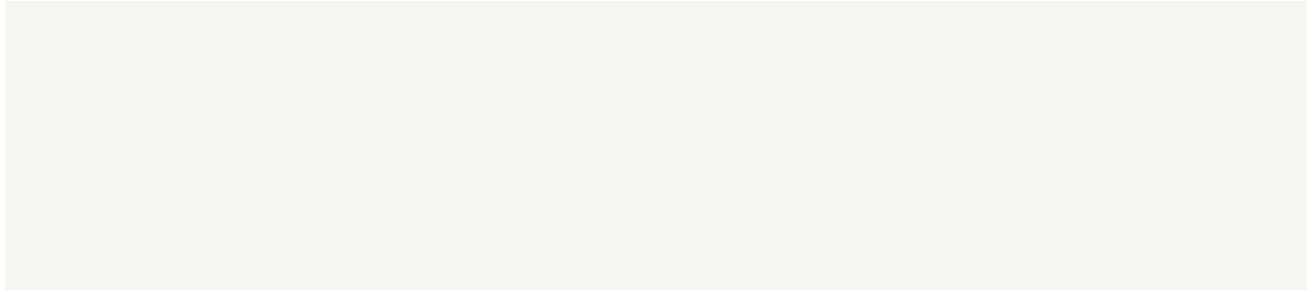
How can you address these barriers?

Brainstorm + create a list of words you can use to catch their attention.

# *Branding + Messaging*

## WORKSHEET

What sorts of images do you want to use to attract them? i.e. bright, vintage, landscape, etc.



Copy + paste a few below

# Branding + Messaging

## CHECKLIST

- ☐ Reviewed website
- ☐ Completed buyer persona exercise to create your ideal customer/client
- ☐ Created + started mood board on Pinterest
- ☐ Brainstormed + created branding including text, colors, feel, images
- ☐ Edited or created new content directed at your buyer persona
- ☐ User experience audit- CTA's links, security, grammar, etc.
- ☐ Run Google speed test
- ☐ Updated alt text, meta descriptions and inbound links
- ☐ Updated or added CTA's
- ☐ Pour a glass of wine! Great job!!

# About Me

I started my first entrepreneurial journey in 2007 with my husband. We decided to start an organic farm & micro-brewery in the Cascade Mountains of the Pacific Northwest. During the seven years that we ran Acadian Farms & Brewery, I was in charge of all things marketing- everything from events, to social media to website design. Learning + doing everything on my own, I created an SEO-friendly website that reached #1 on Google and utilized the power of social media and influencer outreach to get featured in prominent publications like The Oregonian, Portland Monthly and The Seattle Times, as well as popular craft beer blogs.



After closing our doors due to creating too much traffic (literally), I wanted to take what I learned from the experience and help other small businesses. So I spent the next five years working at digital marketing agencies and expanded my marketing chops by learning the systems, tools and strategies implemented by agencies to achieve massive growth. And that's what I'm sharing with you- knowledge from both sides! I truly wish that I had a step-by-step strategy to follow when we were growing our business, but there wasn't one!

If you're ready to stop feeling overwhelmed and worried about your marketing, let's chat! I completely understand that we all have a million things to do to run our business, but if we're not marketing our business, we're not growing our business.

I have a completely unique program that gets all of your systems and processes in place for you and shows you how to sustain them **efficiently + effectively = RESULTS!** Click my logo to learn more!

