



MARKETING BLUEPRINT WORKSHOP

2020
Marketing Plan



MICHELLE McCULLOUGH

Speaker • Strategist • Success Coach • Serial Entrepreneur • Show Host

My GOLD SHEET

TOP IDEAS/ACTION ITEMS

Two columns of horizontal lines for writing notes.



Start with Celebrations!

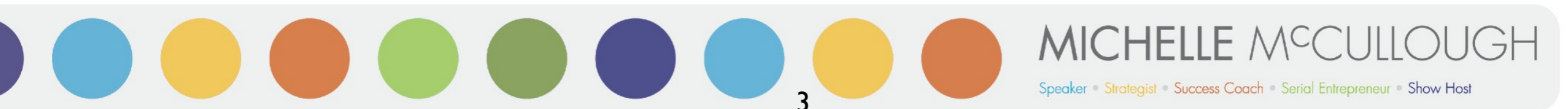
What worked in 2019

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What didn't work in 2019

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What needs to change in 2020?



Marketing Defined

Marketing is sharing the right _____
to the right _____
through the right _____.
_____!

Messages



Medium

Masses



Marketing Objectives for 2020

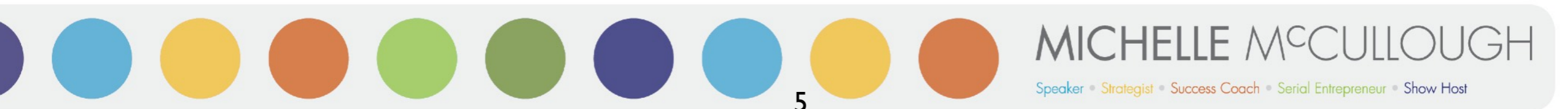
What is your sales goal for 2020?

What is your web traffic goal for 2020?

What is your social media following goal for 2020?

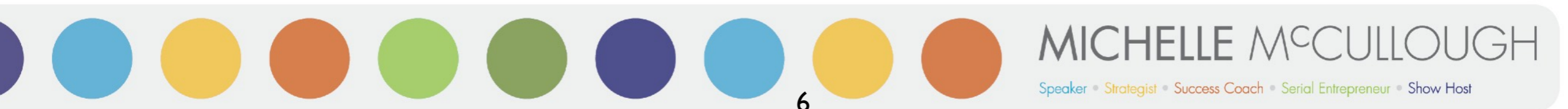
What is your email list growth goal for 2020?

What is your employee growth goal for 2020?



Why?

Why are these goals important to you?



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CREATE MARKETING OBJECTIVES

What is your marketing budget?

What Are Your Objectives for the Next 3 Months?

What Are Your Objectives for the Next 12 Months?

Who can you enroll to help?



Marketing Mission

OFFERING: _____
Target revenue (dollars): _____
Target sales (units): _____
Target Time: _____
Mass (audience): _____

OFFERING: _____
Target revenue (dollars): _____
Target sales (units): _____
Target Time: _____
Mass (audience): _____

(Your name) will (sales goal: customers / products or services sold) by (goal date) by offering (product / service) to (mass audience) using (medium/campaign) so that (why).

MARKETING ACTIONS LIST

Use this sheet to keep track of all of your REGULAR marketing tasks. These are the items that you need to do on a daily, weekly or monthly basis to keep the leads coming and the pipeline flowing. Remember you need to schedule SEMI-Annual planning sessions to review this document and fill it out. The times, days, etc. Create the schedule that works best for you, but **SCHEDULE IT!** BONUS: Make a copy and create an actions list for your assistant!

DAILY

Time Commitment	Marketing ACTION	Assigned (if not you)	Notes

WEEKLY

Day Of The Week	Marketing ACTION	Assigned (if not you)	Notes

MONTHLY

Day of The Month	Marketing ACTION	Assigned (if not you)	Notes

ONE TIME ACTION LIST

	DUE DATE	

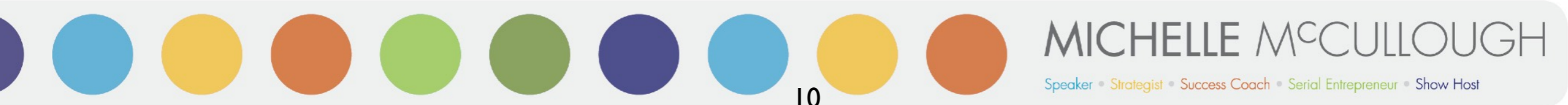


NOTES

Lined area for notes with 20 horizontal lines.

IDEAS/ACTION ITEMS

Lined area for ideas and action items with 20 horizontal lines.



Masses: Defining Your Ideal Customer - General

Geographics (circle one): Local - Regional - National - International

Demographics:

Gender Percentage Split: _____ Female _____ Male

Age Range: _____

Income Range: _____

Highest Level of Education: _____

Marital Status: _____

Family/Children/Home Residents: _____

Psychographics (where they spend their time):

Interests: _____

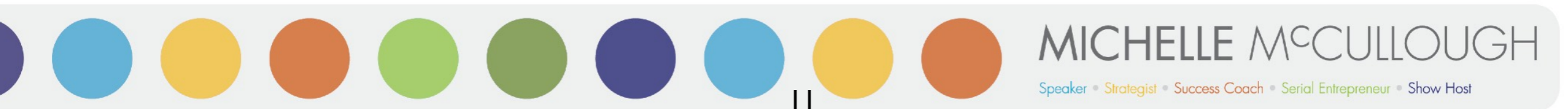
Hobbies: _____

Reading List: _____

Blog Roll: _____

Social Media Outlets: _____

What problem do you solve for your ideal customer?

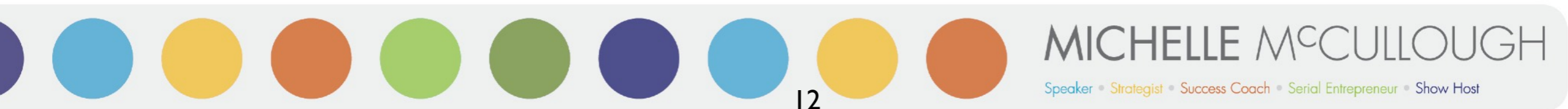


Masses: Defining Your Ideal Customer

List Your Last 10 Clients

Demographics/Geographics/Psychographics

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



Masses: Defining Your Ideal Customer - NICHE _____

Geographics (circle one): Local - Regional - National - International

Demographics:

Gender Percentage Split: _____ Female _____ Male

Age Range: _____

Income Range: _____

Highest Level of Education: _____

Marital Status: _____

Family/Children/Home Residents: _____

Psychographics (where they spend their time):

Interests: _____

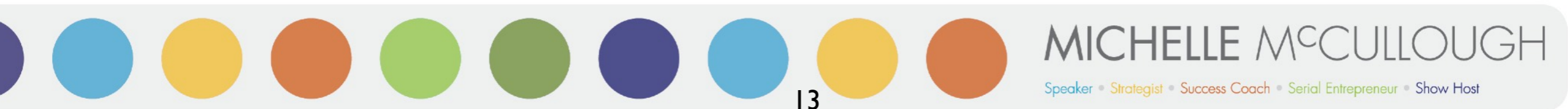
Hobbies: _____

Reading List: _____

Blog Roll: _____

Social Media Outlets: _____

What problem do you solve for your this niche?



Masses: Defining Your Ideal Customer - NICHE _____

Geographics (circle one): Local - Regional - National - International

Demographics:

Gender Percentage Split: _____ Female _____ Male

Age Range: _____

Income Range: _____

Highest Level of Education: _____

Marital Status: _____

Family/Children/Home Residents: _____

Psychographics (where they spend their time):

Interests: _____

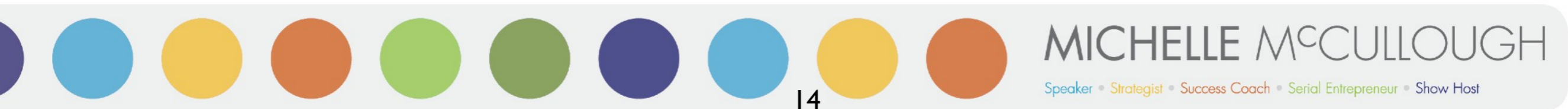
Hobbies: _____

Reading List: _____

Blog Roll: _____

Social Media Outlets: _____

What problem do you solve for your this niche?



Home Court Audit

How would you rate your website on a scale from 1-10?

Does your website bring you leads?

Does your website bring you online sales?

Does your website share your competitive advantage?

How would you rate your email marketing on a scale from 1-10?

Do you have a strategy to grow your email list?

Do you regularly email the list you currently have?

Notes:

How would you rate branding across all platforms from 1-10?

Do you use consistent logo and graphics across all platforms?

Do you use consistent messaging across all platforms?

Notes:

How would you rate your retail location from 1-10?

Does your retail location speak to your target market?

Notes:



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NOTES

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Clarity Exercise

At the end of 2020, what message(s) do you want to be crystal clear to your audience?

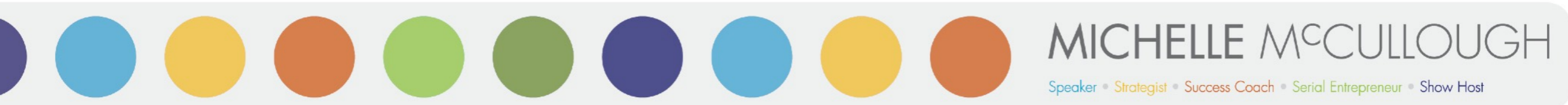
BRAINSTORM:

ONE SENTENCE CLARITY STATEMENT:

Clarity Exercise

Clarity Statement:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



On Your Own Messages: Foundational Messages

Exercise: Create your 15 second introduction.

I _____ (ACTION WORD)

_____ (WHO)

so they _____ (RESULTS)

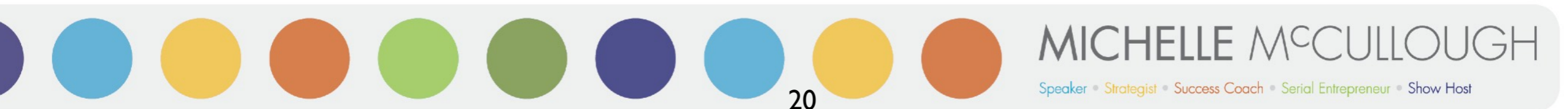
1. What do you do? (serve, help, sell, teach, inspire)
2. Who do you help? (Your masses.)
3. What results do they get by working with you or your product/service? (Results)

Mission Statement:

Tag Line:

Messages: Promotional Messages

Brainstorm keywords, topics, thoughts, ideas, associated with your business and industry.



Content Focus & Goals

Website Blog

How would you rate your website blog on a scale from 1-10? _____

If you keep this content engine in 2020, what needs to be improved?

Podcast

How would you rate your podcast on a scale from 1-10? _____

If you keep this content engine in 2020, what needs to be improved?

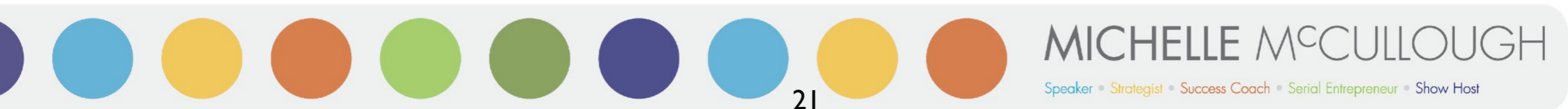
Video Series

How would you rate your video series on a scale from 1-10? _____

If you keep this content engine in 2020, what needs to be improved?

2020 Content Priorities

1. _____
2. _____
3. _____



MAIN IDEAS/THEMES BRAINSTORM

Brainstorm key themes or pillars in your clarity statement and business. What key main ideas/themes or messages support your clarity statement?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.



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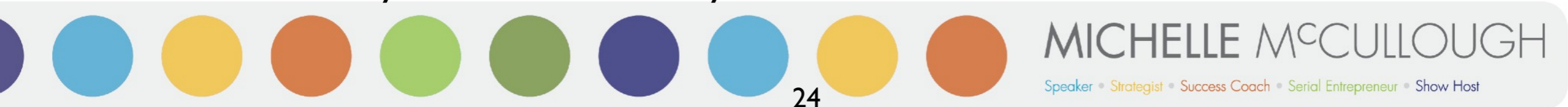


Marketing Strategies Purchase Cycle

Awareness → Interest → Consideration → Trial → Purchase

← MESSAGE →

Word of Mouth	Word of Mouth	Word of Mouth	Word of Mouth	Retail Locations
Social Media (Pd)	Social Media (Pd)	Social Media (Pd)	Social Media (Pd)	Online/Shopping Cart
Print Advertising	Social Media	Social Media	Experiential	Events
Radio & TV Ads	Print Advertising	Print Advertising	Testimonials	Personal Sales
Networking	Radio & TV Ads	Radio & TV Ads	Radio & TV Ads	
	Websites	Websites	Websites	
	Email/ Newsletters	Email/ Newsletters	Coupons & Samples	
	Flyers	Flyers	Events	



MARKETING TO THREE MAIN AUDIENCES

2020 Focus:

2020 Focus:

2020 Focus:



Mediums: Brainstorming Your Promotional Outlets

Balancing Traditional & Emerging Strategies

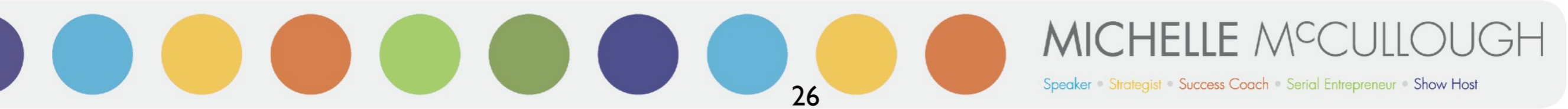
Key Questions: Who is my audience and where are they? Meaning: What are they reading, watching, doing? Are they online or offline? Both?

ONLINE

WEBSITES SOCIAL MEDIA EMAIL OTHER
Example
Mom It Forward Facebook Monthly Pay Per Click

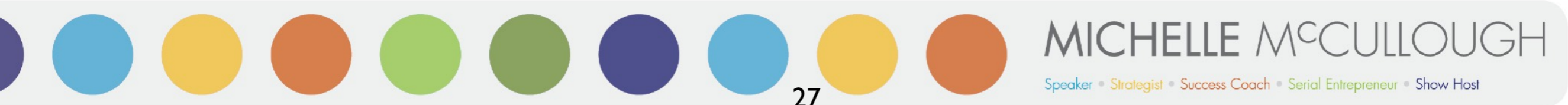
OFFLINE

RADIO TELEVISION NEWSPAPERS MAGAZINES MAILINGS SIGNS OTHER
Example
MommyTalk Today Show Parents Events



NOTES

IDEAS/ACTION ITEMS



Media & Public Relations Strategy

My NEXT 3 Pitches

- 1.
- 2.
- 3.

My Top 10 Local Media Outlets

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

My Top 5 National Media Outlets

- 1.
- 2.
- 3.
- 4.
- 5.

Create Your Own Matrix

January-March

--	--	--	--	--

April-June

--	--	--	--	--

July-September

--	--	--	--	--

September-
December

--	--	--	--	--



Activity: Identify Campaigns

Brainstorm Topics that Match Your Clarity Themes:

NAME OF CAMPAIGN: _____

OBJECTIVE(S): _____

BUDGET: _____

OUTCOME(S): _____

NAME OF CAMPAIGN: _____

OBJECTIVE(S): _____

BUDGET: _____

OUTCOME(S): _____

CAMPAIGN CREATOR

NAME OF CAMPAIGN: _____

OBJECTIVE(S): _____

Messages

Masses

Mediums

Schedule

Measure

OUTCOME(S): _____



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Mediums: Social Media Strategy

Social Media Objectives for 2020

1. I want to grow my followers to _____
2. I want to increase traffic to my site to _____
3. I want to increase my email list to _____
4. I want to increase my sales trackable by social media to _____

Why:

What is your primary social media outlet for 2020:

What is your secondary social media outlet for 2020:

Strategies to GROW Your Following

Strategies to ENGAGE & CONVERT Your Following



Social Media Success Tracker

Month: _____

STARTING STATISTICS

Notes

Facebook

Total page likes:

Post reach:

Website clicks:

Traffic from Facebook (GA):

Instagram

Total followers:

Average likes per post:

Traffic from Instagram (GA):

Twitter

Total followers:

Average (hearts) per tweet:

Average retweets:

Traffic from twitter (GA):

STARTING STATISTICS

Notes

YouTube

Total subscribers:

Views:

Website clicks:

Traffic from YouTube:

LinkedIn

Total connections:

Total followers on company page:

Average likes per post

Average likes per article:

Traffic from LinkedIn (GA):

Pinterest

Total followers:

Number of pins:

Number of repins:

Traffic from Pinterest(GA):



Social Media Success Tracker

Month: _____

STARTING STATISTICS

PERISCOPE

Total followers:

Total hearts:

Website clicks:

Traffic from Pericope (GA):

SNAPCHAT

Total followers:

Average likes per post:

Traffic from snapchat (GA):

OTHER

Total followers:

Average likes per post:

Traffic from other (GA):

Notes

STARTING STATISTICS

OTHER

Total followers:

Total hearts:

Website clicks:

Traffic from other (GA):

OTHER

Total followers:

Average likes per post:

Traffic from other (GA):

OTHER

Total followers:

Average likes per post:

Traffic from other (GA):

Notes



My VIDEO Strategy

I will create a video _____ time(s) per week.

My PRIMARY video medium is _____.
(They get my videos first.)

My SECONDARY video mediums are
(They get my videos second.)

- 1.
- 2.
- 3.

Who will upload your videos to your secondary sources?

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LIFE PRIORITY SYSTEM TIME MAP

WEEK OF:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Before 5:00							
5:00 AM							
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
NOON							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							
11:00 PM							



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Next Steps

Top 3 Priorities:

In the next week I commit to:

In the next month I commit to:



Michelle wants to help you implement, grow & succeed!
Make It Happen!

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