

Your “Back of the Napkin” Marketing Plan



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When it comes to describing precisely how you market your business, does it feel like a bit of a multi-headed beast?

You might have dozens of lead magnets, a website, a podcast, a blog, webinars, a challenge, in-person services, an online course, etc.

You might also have a slew of products and services (Marketing Mountains) that you’ve added over time.

This BACK-OF-NAPKIN MARKETING PLAN simplifies your marketing.

It outlines, with CLARITY and FOCUS, three important things:

1. The MAIN way you will ATTRACT your ideal clients.
2. What you want clients/customers to buy FIRST. (*We refer to this as your CORE Offer.*)
3. What you want clients/customers to buy NEXT.

Let’s take a closer look at these three elements...

1. Attracting New Clients

There are many ways to attract people to your products and services — e.g. lead magnets, weekly blogs, newsletters, podcasts, or your Free Facebook group.

You can also attract potential clients through publicity and guest speaking spots.

When you look at which sources align most closely to your CORE OFFER, you’ll often find that ONE or TWO methods likely outperform all others.

2. What you want people to buy FIRST. (*Your Core Offer.*)

Your Core Offer is the main thing you want people to buy from you. Your Core Offer often opens the door to upselling to higher-priced items.

While you may have a range of products or services, your CORE Offer is the offer that if dialled in and successfully sold, would be the bread and butter of your business, make your business sustainable and spur on the GROWTH of your business. (Note: if you’re an e-commerce merchant, you may find that it’s a range of products that are your core offer.)

3. What you want people to buy NEXT.

Back end marketing is any offer you sell to an existing customer, someone who has purchased your **Core Offer**.

It is usually less expensive to obtain a client for your other products/services because they already know, like and trust you.

Your other products/services are often more expensive options or a longer-term commitment than your Core Offer.

The Goal of Your “Back of the Napkin” Marketing Plan Is Simplicity!

When you simplify your Marketing Plan, your marketing becomes more effortless.

When the way you ATTRACT clients aligns with your CORE OFFER, your marketing campaigns will be more profitable.

When your what you offer NEXT is a natural fit for the ideal client that purchased your **Core Offer**, your clients are likely to say YES, more often.

When you look at your business in this simplified way you bring FOCUS and CLARITY to your marketing.

Back of the Napkin Example: HerBusiness

HOW WE ATTRACT NEW CLIENTS	WHAT WE WANT PEOPLE TO BUY FIRST	WHAT WE WANT PEOPLE TO BUY NEXT
<ul style="list-style-type: none">• Podcast(s)• Networking Quiz• Free Networking Event• Free Facebook Group• Free Workshops/ Challenges	<ul style="list-style-type: none">• HerBusiness Network Membership <p><i>(Doors open soon ;-)</i></p>	<ul style="list-style-type: none">• HerBusiness Mentoring• Marketing Success Mastermind• REACH Retreat

My Back of the Napkin Marketing Plan

My Business Name

HOW I ATTRACT NEW CLIENTS	WHAT I WANT PEOPLE TO BUY FIRST	WHAT I WANT PEOPLE TO BUY NEXT