



The Marketing Success Framework

How to Organise Your Thinking Around ANY Marketing Initiative, Strategy or Project

1. WHAT ARE YOUR STRATEGIC OBJECTIVES?

What game are you playing? What does your desired future look like? How many sales do you want? What revenue do you want? What kind of lifestyle do you want? Are you ramping things up? Are you maintaining the status quo? Are you in “build and acquire” mode or are you in “consolidate and sell” mode? What is the timeline? Have you documented your Marketing Plan?

How will this Marketing Initiative, Strategy or Project help you achieve these Strategic Objectives / fit into your Marketing Plan?

RESOURCES:

- Annual Marketing Calendar Planner



2. WHAT IS THE SPECIFIC INITIATIVE, STRATEGY OR PROJECT?

Briefly outline your thinking on this Initiative, Strategy or Project, be as specific and succinct as you can:?

RESOURCES:

- Strategy Checklist

3. WHICH MARKETING MOUNTAIN DOES IT RELATE TO?

Which of your existing Mountains does this Initiative, Strategy or Project Relate to?

If not an existing Mountain, is it a new Marketing Mountain? Is this Mountain key to your overall Strategic Objectives/Big Rocks? Does this project belong on a Mountain or is it a “bright shiny object”? Do you need to “reverse engineer” a NEW Mountain? Where is this Mountain on the Volume/Value Matrix?



WHAT =

WHO =

HOW =

WHAT:



WHO:

HOW:

RESOURCES:

- **WHAT**
 - 7 Elements of an Effective Offer
 - Volume/Value Matrix
- **WHO**
 - Avatar Template
 - Avatar Interview Guide
- **HOW**
 - Psychology of the Funnel
 - Buyers Journey
 - Step 2 Options
 - Problem / Solution Worksheet



4. WHAT IS YOUR TRAFFIC / CAMPAIGN STRATEGY?

How many leads do you need to meet your goals? Where will you find the traffic/ leads/sales? Will you use channels you own/earn/pay for? How will you get the opt-in? Will you host webinars? Create ebooks? What is the timing? What is the budget? Who will do it?

RESOURCES:

- Marketing Campaign Plan on a Page
- 90-Day Broadcast Email Planner