

# Your “Back of the Napkin” Marketing Plan



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When it comes to describing precisely what we offer, we can sometimes feel like we describe an out-of-control octopus with many tentacles flailing around.

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 offers.

This model is an outline of three key things:

1. The MAIN way you make your ideal clients AWARE of your business.
2. Your CORE OFFER.
3. Your BACK END UPSELL offer(s).

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

### 1. Your Awareness Sources

You can build AWARENESS of your PRODUCTS or SERVICES with lead magnets, weekly blogs, newsletters, podcasts, or your Free Facebook group.

Awareness sources can also include publicity and guest speaking spots and any way that people come into your world.

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

### 2. 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. Your Back End Upsell Offer(s)

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 Back End Upsell Offer because they already know, like and trust you.

Your Back End Upsell offer usually represents a more expensive option or a longer-term commitment than your Core Offer. e.g. a maintenance plan, retainer or membership program.

## The Goal of Your "Back of the Napkin" Marketing Plan Is Simplicity!

When you simplify your business marketing model, your marketing becomes more effortless.

When your AWARENESS channel(s) serve your CORE OFFER, your marketing campaigns will be more profitable.

When your BACKEND UPSELL offer 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, it makes focusing your attention and resources so much easier.

### Back of the Napkin Example: HerBusiness

AWARENESS	CORE OFFER	BACK END UPSELLS
<ul style="list-style-type: none"><li>• Podcast(s)</li><li>• Networking Quiz</li><li>• Free Networking Event</li><li>• Free Facebook Group</li><li>• Coaching Week</li></ul>	<ul style="list-style-type: none"><li>• HerBusiness Network Membership</li></ul>	<ul style="list-style-type: none"><li>• HerBusiness Mentoring</li><li>• Marketing Success Mastermind</li><li>• REACH Retreat</li></ul>

# My Back of the Napkin Marketing Plan

Name \_\_\_\_\_

AWARENESS SOURCE(S)	CORE OFFER	BACK END UPSELL(S)