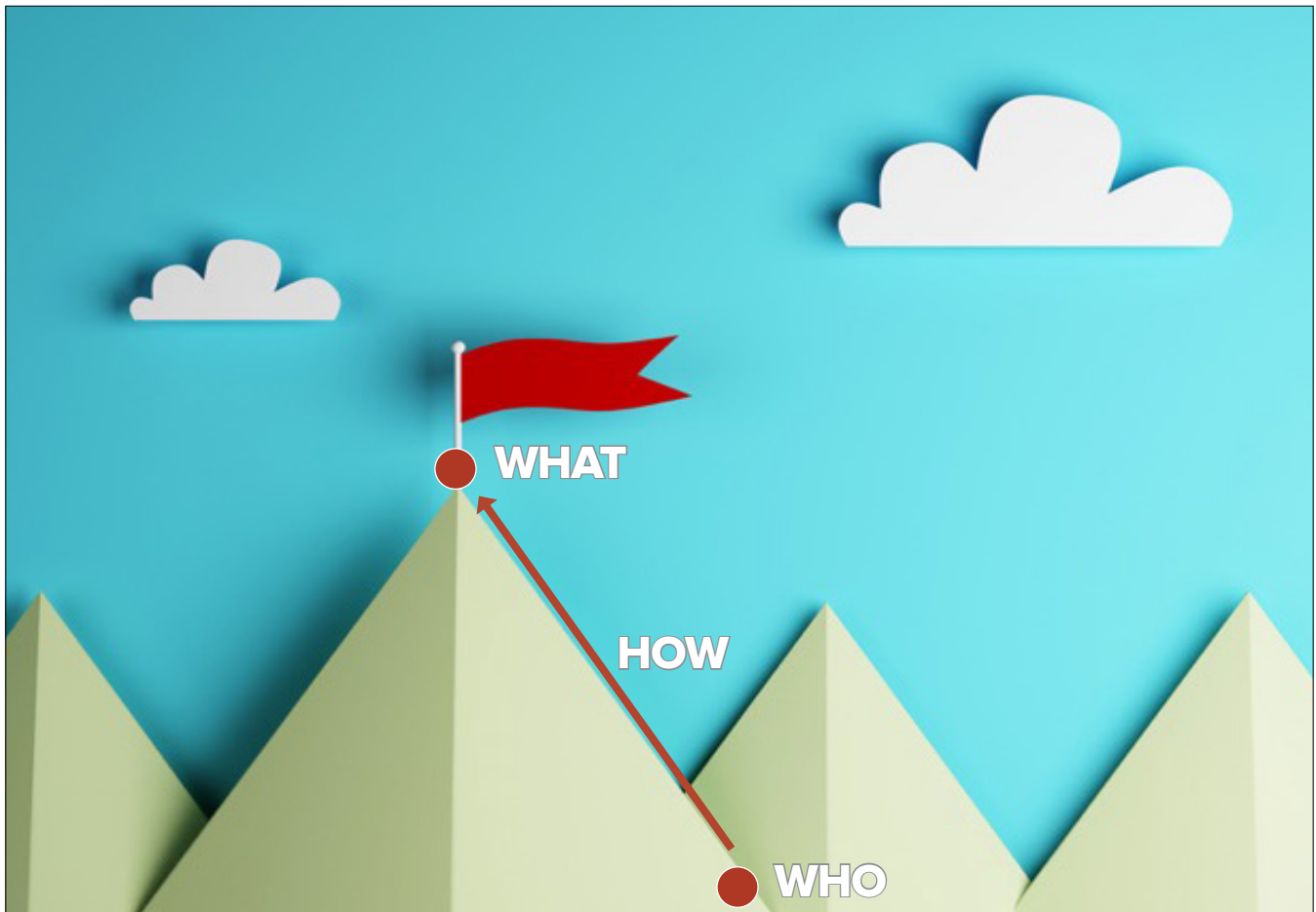


Your Marketing Mountain

Think of the products and services you sell as Marketing Mountains (a Marketing Mountain is a funnel turned upside down!).



Each product or service is its own Mountain.

At the top of your Mountain is your **WHAT** - what you are selling.

At the bottom of your Marketing Mountain is your **WHO** - the **IDEAL** who you want to attract to buy your **WHAT**.

And the journey from the bottom to the top of the Mountain is your **HOW** - that's the pathway you build for your **WHO** to reach your **WHAT** and can include things like Facebook Ads, Lead Magnets, Webinars, Free Trials, Sales Pages etc.

It's crucial you are clear on each of these three things (your **WHAT**, **WHO** and **HOW**) **BEFORE** you start putting a lot of time, money and effort into driving traffic to your offer.

1. Your WHAT (UDCA)

At the top of the Marketing Mountain is your WHAT - **the thing you're specifically wanting your customers to buy** from you.

This is your Ultimate Desired Conversion Activity (UDCA).

The key here is to be specific.

e.g. Instead of your UDCA being "Consulting" get specific about exactly which consulting product you are focusing on with this campaign eg "12-Month Getting Started Package" - specific price, brand, inclusions, risk reversal, social proof etc.

Your WHAT is a specific product/service with a specific price.

2. Your WHO (Ideal Client Avatar)

At the bottom of your Marketing Mountain is your WHO - the **ideal customer** for what you're selling

To get clear on your WHO, complete a detailed profile of your ideal customer - this is known as your Ideal Client Avatar.

Ideally, give your Ideal Client Avatar a face (photo) and a name. Interview ideal clients to understand their big wants, big problems and big objections so you can learn more about them and **empathise with them** more fully.

This helps you to be really clear about WHO you are creating this Marketing Mountain journey for.

Note: You can have more than one Ideal Client Avatar climb the same mountain, but they may need a slightly different path e.g. different opt-ins or emails etc.

3. Your HOW (Customer Journey)

Your HOW is the process you will take your ideal client on to go from a prospect to a customer, or from the bottom of your Marketing Mountain to the top.



Your Marketing Mountain Range

If you sell more than one thing, you likely have more than one Marketing Mountain.

It is common to have a Marketing Mountain Range.

Draw out each of your Marketing Mountains in your Marketing Mountain Range here, adding your WHAT to the top of each mountain and your WHO to the bottom of each Mountain.



Your Marketing Mountain Range

How many Marketing Mountains in your Marketing Mountain Range?

Do you need ALL the Mountains in your Marketing Mountain Range? *(are they all viable, relevant, strategically important?)* If not, consider the Mountains you may not need and note them here:

Do all your Marketing Mountains target the same WHO or do you target many different WHOs with your various Mountains? Write what you observe here:



Are there some Mountains you can “ski lift” to from other Mountains? (e.g. someone buys your \$500 course, then you move them to your \$5000 coaching offer without having to start at the bottom of that Mountain - you just ski lift them from the top of one mountain to the top of the next).

Draw out how your Marketing Mountains might be connected:



Is there ONE Mountain that makes sense as your “entry” level Mountain or do you have multiple “entry” Mountains?

Are there Mountains that might be missing in your Marketing Mountain Range? *(is there an obvious gap or missed opportunity you can see when it comes to ski lifting people from your existing Mountains?)* If so, consider the Mountains you may want to consider adding at some point and note them here:

Picking ONE Marketing Mountain

It is WAY more difficult to get multiple Marketing Mountains up and running at the SAME time (crazy-making!).

Instead, you want to be more strategic and choose ONE Marketing Mountain to focus on.

Once you get that Mountain built and working you can look at adding other Mountains to your range.

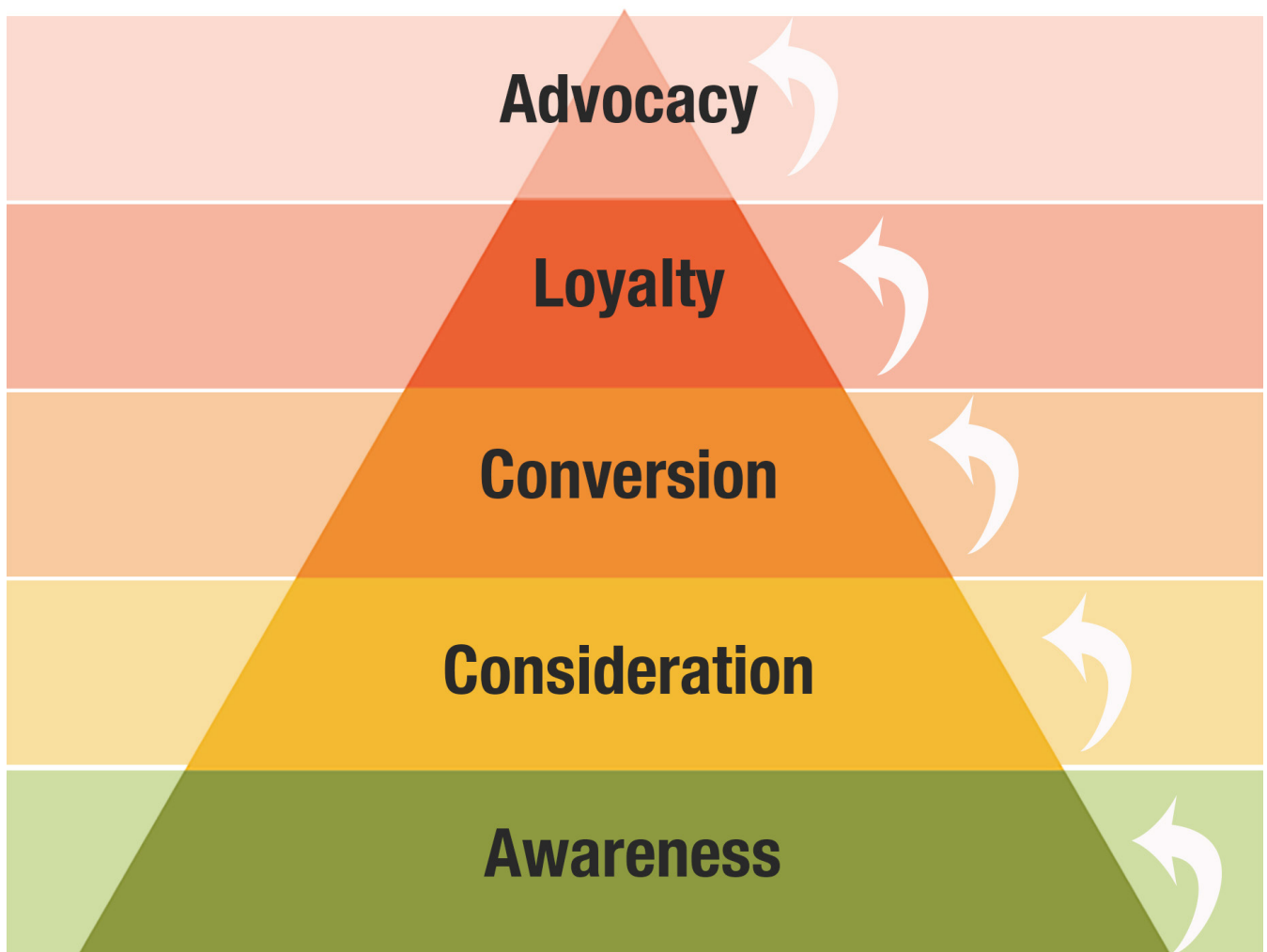
Which Marketing Mountain might you choose to focus on first?

Some variables you may consider when weighing up which Mountain makes sense to focus on first:

- Entry Level
- Viable
- Profitable / Cashflow
- Easiest / Fastest to Market

Draw that Mountain here, noting your WHAT at the top and your WHO at the bottom (leave your HOW for later):

Customer Journey



Volume / Value Matrix

You need to understand where your Mountains sit on the Volume / Value Matrix so you can know what type of Marketing Strategies best apply...

