

Modern Marketing



Worksheet

Your name:

Date:

"To get maximum value from this live Webinar series, print this handout, so you can be prepared to take notes during the Webinar!"

www.newperspectives.com.au

Webinar Dial-In Details: <http://anymeeting.com/147-354-373>

14 May at 6.30 PM, Duration: 75 mins (approx.)

Focus: Old-Fashioned Marketing, the Modern Way

Tips to Get the Most Out of This Training

1. Print this worksheet so you can take notes during this webinar.
2. Turn off your phone, facebook, twitter, email... get a cup of tea
2. Schedule time tomorrow to implement a first step
3. Schedule time to implement the actions at the end of the webinar to take in the next week or two at the most.

Please Note: The webinar will start promptly on time, dial in a few minutes early

My biggest challenge / My Most Pressing Issue in business right now:



My outcome for participating in the webinar:

What do I have to do... what attitude should I take to give myself the best opportunity for achieving my outcome?

When I think of marketing my business, what I feel is:

- Frustrated/ guilty/ slack, because I know I should give more time and attention to online and social media marketing especially, but I just don't get around to it.*
- Overwhelmed because I just don't know where to focus and what is most important*
- Scared or afraid cause I think we are missing out on good opportunities and I worry that the competition will overtake me*
- All of the above... it just depends what day you ask me*
- Excited because my marketing systems are working on all fronts, and I am getting an excellent return for my marketing money and time.*

Our Purpose:

The purpose of this Webinar: What do we need to know about marketing our businesses in 2015 and what are simple steps we can take tomorrow to improve our marketing outcomes.

What is the same... The Five Pillars

- 1)
- 2)
- 3)
- 4)
- 5)



Pillar 1: Personal

Marketing is all about people to _____ interactions and relationships.

Pillar 2: Value

We must focus on delivering Value... _____ is just one of the factors that makes up the total Value we offer.

Pillar 3: Trust

No one has ever bought anything from anyone unless they _____ him or her.
“People do business with People they know like and trust

Pillar 4: Visibility

If you don't know I exist... You will not do business with me and to be _____ we need to be where our customers are

Pillar 5: What's in it for me?

People will never buy anything from us unless we demonstrate how we will either take away a pain or give them a pleasure.... What they are going _____ from doing business with us.

What's changed in 2015?

The changes:

- 1)
- 2)
- 3)
- 4)
- 5)

Notes from Scott's explanations about the big changes:

The Big Questions:

The big questions of Scott about how to do marketing in 2015:

What are the top 5 things we need to think about when we develop and manage our website?

My website should be a leads funnel

- 1)
- 2)
- 3)
- 4)
- 5)



What is responsive website and why do we care?

What is inbound marketing and why do I care?

What are the most important social media for me to worry about?

What are the top 5 to be found on Google?



- 1)
 - 2)
 - 3)
 - 4)
 - 5)
-

What about other search engines?

How important is Google Local?

What's better, SEO or PPC/SEM

What is 'Retargeting' and what do I do with it?



What are the 4 steps of the 'Conversion process'?

- 1)
 - 2)
 - 3)
 - 4)
-

Notes from stories and case histories:



The big insights and take aways:

The 5 Pillars:

- 1) It's Personal
- 2) It's about Value
- 3) It's about Trust
- 4) Its about being visible
- 5) Its about "What's in it for them"

The top 5 things that have changed:

- 1)
- 2)
- 3)
- 4)
- 5)

Insights from Scott:

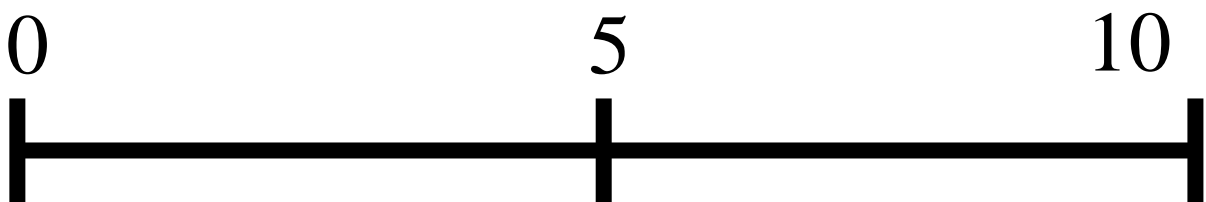
- 1) My website must operate as a lead _____
- 2) My website should be mobile _____
- 3) Inbound marketing is about _____ people to us

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- 4) Focus on your users and the search _____ will follow
 - 5) Google is still the one to _____ on
 - 6) Don't forget _____ Local
 - 7) Pay Per Click is powerful but I need _____ help
 - 8) Incorporating "Retargeting" _____ the effectiveness of any marketing campaign
-

My own insights:

The Scale:



My Mastery of Modern Marketing Scale:

10 on the Scale is that you are a digital marketing wiz... a guru, an online lead generation God... and 0 is the opposite.

Where am I on that scale? Place a mark on the scale

List of 25:

- 1) Go to the resources page for this webinar and download the articles or tools that interest you <http://tiny.cc/marketinglpage>. (there are a whole bunch of good tools and resources there for you to play with, whenever you like)
- 2) Find out if your website is mobile responsive... plan to fix if not
- 3) Write down the top 10 keywords you'd like to be found for on Google

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- 4) find out how you rank in google for any of those keywords coupled with your city (Sydney) or your suburb
- 5) Find out if you are listed on Google local?... and if the listing is up to date
- 6) Read articles by Roland
- 7) Read article by Scott
- 8) Read the short article by Seth Godin
- 9) Download 1001 ways to do digital marketing
- 10) Browse through the 1001 ways document and pick one action to implement
- 11).
- 12).
- 13).
- 14).
- 15).
- 16).
- 17).
- 18).
- 19).
- 20).
- 21).
- 22).
- 23).
- 24).
- 25)

Scott's Special offer:

Free one-on-one digital marketing strategy session including:

- 1 hr strategy
- Website review
- Social media review
- SEO review
- Backlink analysis

Book here:

www.motivemarketing.youcanbook.me



My most pressing issue:

My most pressing issue in my business, right now:

Roland's special Offer...

I want to support you to take a next step in building a Fun business that sustains you for years to come. ... This is the special offer for attendees today:

- 1) You carry out my unique business health check survey online
- 2) I create a Business health check report from your answers about your business.
- 3) You have a dedicated 1 hr "Clarity and Next Steps" coaching session one-on-one with me via Skype or face-to-face in my office in Elizabeth Bay.



You will walk away with clarity and insight and one or more simple action-steps with that will start to move you forward past that big pressing issue and towards having more fun in your business again.

➔ All you have to do to get started is to make \$100 donation to the Wayside Chapel here:

<http://thewaysidechapel.com/> (email me the receipt)

Any questions: Roland@newperspectives.com.au or mb: +61404490012