



A 6 MONTH SMALL GROUP TO

MASTER THE ART OF MARKETING & COMMUNICATIONS

Know what to say. Know what do. Know it will work





**"So what are we
going to say?"**

THE CRITICAL QUESTION

The most critical question behind every piece of marketing and communication is this:

"So...what are we going to say?"

Unfortunately, most businesses are getting it wrong

As a result, you confuse your customers.

You confuse your clients, and you
confuse the people on your team.

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**Confusion is
expensive.**

**But it doesn't
have to stay
that way.**



**YOU CAN LEARN TO
DO THIS YOURSELF.**

**AND YOUR BUSINESS
NEEDS YOU TO.**

There are proven frameworks that
you can learn, you can practice and
you can use over and over again.

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The reality is you don't just need a new idea.

- You need support
- You need accountability
- You need to follow-through



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IS COACHING WORTH THE INVESTMENT?

THAT'S A VALID QUESTION

- "Companies that offer training alone experience 22.4% increase in productivity, but when combined with coaching that figure rises to 88%.
- Gerald Olivero, Denise Bane & Richard Kopelman, Public Personnel Management.
- Companies that combine coaching with training increase employee productivity by over 80%.
- Bureau of Justice statistics, June 2001.



THINGS THAT WILL EXIST 6-MONTHS FROM NOW

MESSAGING

- A 2 Sentence explanation of your business that everyone on your team can remember (and that your customers will too) **(\$275 value)**
- A Designed Messaging Guide with the words, phrases, and story structure you can use over and over again as the basis for your marketing message everywhere **(\$2500 value)**

MARKETING

- Completed Copywriting & Layout for your Home Page or One Specific Service/Product Page, using proven copywriting principles and structure. You can give this to any web designer and they can build your page with ease. **(\$2500 value)**
- A Designed & Written Informational PDF that potential customers will download in exchange for their email address (so you can build a relationship with them) **(\$2500 value)**
- A Series of 6 Emails that will follow the PDF and help convince people that they should buy from you. **(\$3000 value)**
- A list of 50 future pieces of marketing content (i.e. Social Media Posts, Videos, Emails, Blog Articles, Other Free Downloads) **(\$750 value)**

OVERALL COMMUNICATIONS

- One speech or video of your choice, that includes:
 - The controlling idea
 - Talking points to support the controlling idea
 - An appeal for buy-in
 - A call to action**(\$2000 value)**
- A well-written press-release that you can use that week to keep your business in the spotlight. **(\$1800 value)**
- Social Media posts that coordinate with your speech/announcement, and the press release. **(\$750 value)**



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SKILLS YOU WILL GAIN

- How to develop the right marketing language for your individual products or services. You'll put it to work immediately, but you'll also know how to do it in the future for new products and services.
- How to create and launch an effective sales funnel for your products or services.
- How to write copy for your website, emails, and social media posts.
- How to create a simple marketing plan that you creates momentum (instead of just random acts of marketing)
- How to be a more effective communicator
- How to write a speech (or talk) on the spot, with little-to-no prep time
- How to create an effective communications campaign to use in-house, or for external communications.
- How to use follow graphic design best practices
- How to use easy design tools like Canva to create repeatable templates for your most common graphic design needs (social media, flyers, proposals, presentations, pitch decks, brochures, etc.)
- A working knowledge of MailChimp, ConvertKit, or ActiveCampaign (you pick one of the three)



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TOOLS / TEMPLATES / FRAMEWORKS YOU'LL HAVE TO KEEP & USE

- 1-year subscription to Business Made Simple University (\$275/year after that)
- A one-page outline you'll use to create any future marketing messaging you need
- A website copywriting / layout template for future sales / product / service pages
- An outline of the 6 emails you need to write for any new sales campaign
- A list of resources for copywriting ideas, writing effective email subject lines, on-page SEO best practices, and
- A one-page framework to quickly develop and execute future speeches, videos, and communication plans.
- Templates that you'll actually create for PDFs, Social Graphics, Presentations, or any other content during our 6 months together.
- A Daily productivity worksheet to keep you focused on your most important work



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Imagine 6 months from now having:

- A sales funnel set up that brings in more customers and works while you sleep
- A marketing plan that you can actually understand (and implement)
- A press release submitted to your local media outlets
- The tools, confidence, and ability to keep doing it all and help your business grow



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\$537/mo

6-months (\$3222 in total)

compared to...

\$18,075

If you paid me to do this all for you

YOUR MONTHLY COMMITMENT

2 x 90 min Group Zoom Calls

Twice a month we'll meet to discuss what we've worked on, troubleshoot, get ideas, provide feedback, and give support.

1 x 30 min Personal Check-In

Once a month I'll meet with you personally to track progress, help brainstorm, problem solve, or give more detailed guidance.

6 - 8 hrs/month of prep time

Between coaching sessions, you'll have trainings to watch, assignments to finish, and content to create.



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1) APPLY

you'll fill out a short application then you and I will hop on a 20 min call to make sure this is the right fit.



2) COMMIT

If you don't do the work, then I guarantee you'll never see results. But if you're committed, you'll be amazed at what happens when we're done.



3) GROW

You'll grow in confidence. You'll gain more trust from your team. And your business will grow because of the work you've put in.

3 STEPS TO MASTER MARKETING & COMMUNICATIONS



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APPLY NOW

CLARITYALWAYSWINS.COM/APPLY