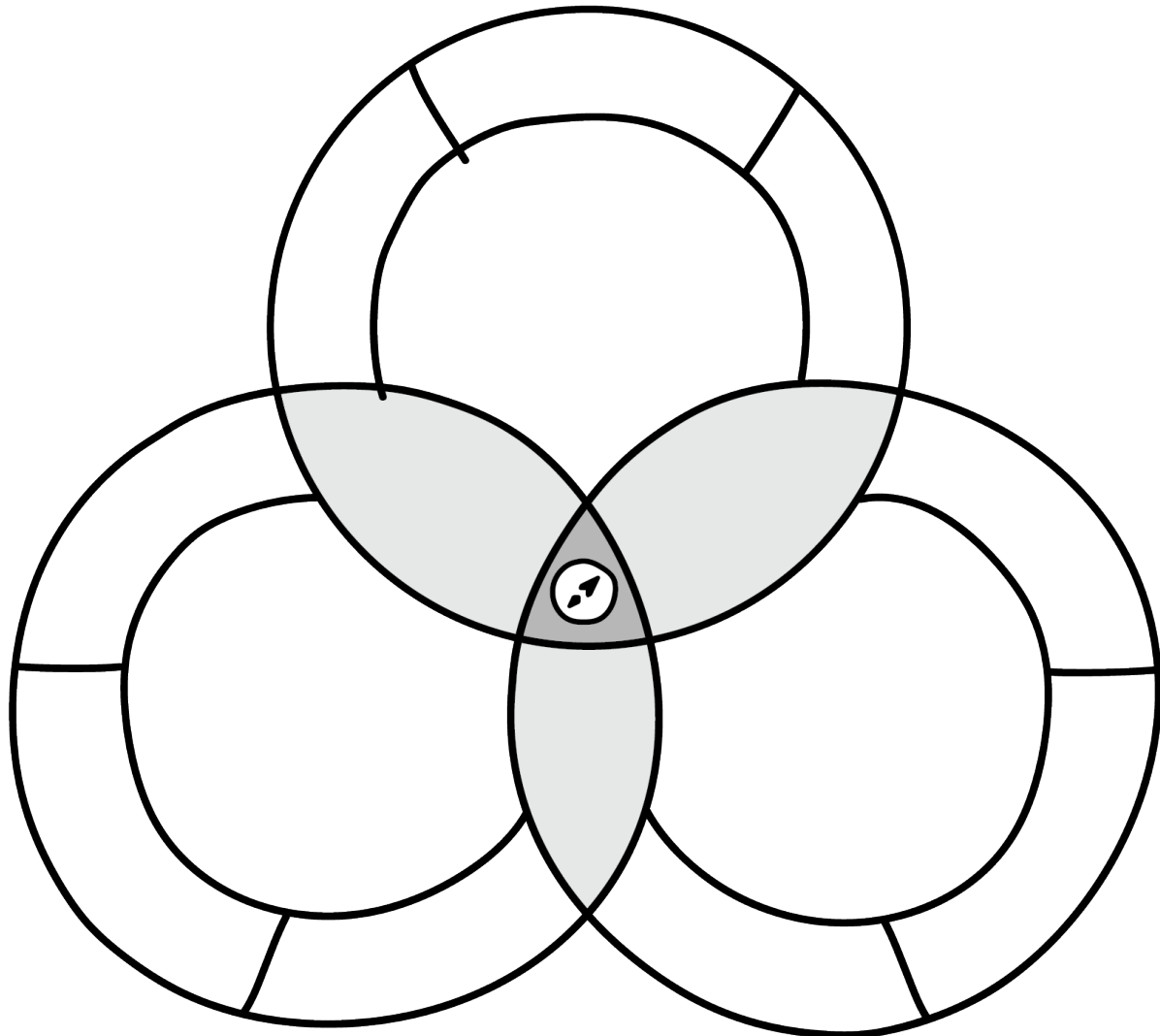


MARKETING WORKSHOP

THE PROFIT MAXIMISING MARKETING PLAN

How to cost-effectively generate qualified leads
for your professional services business.

THE MARKETING COMPASS MODEL™



NOTES

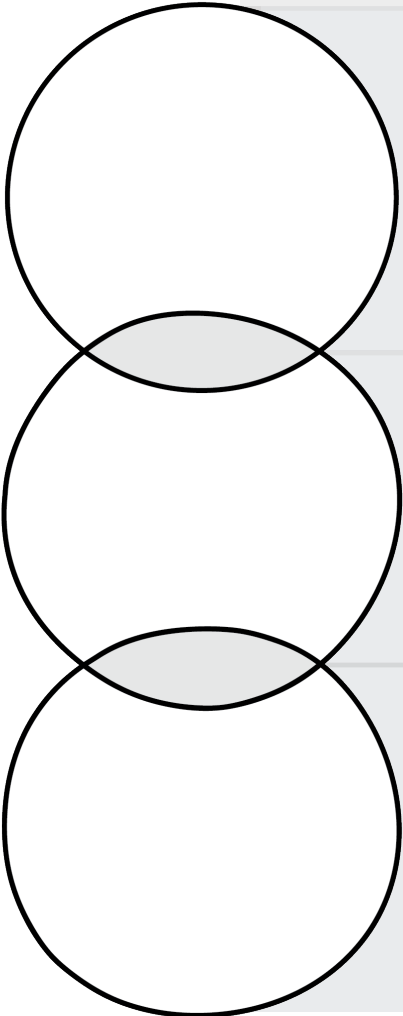
AIM

CREATE

EXECUTE

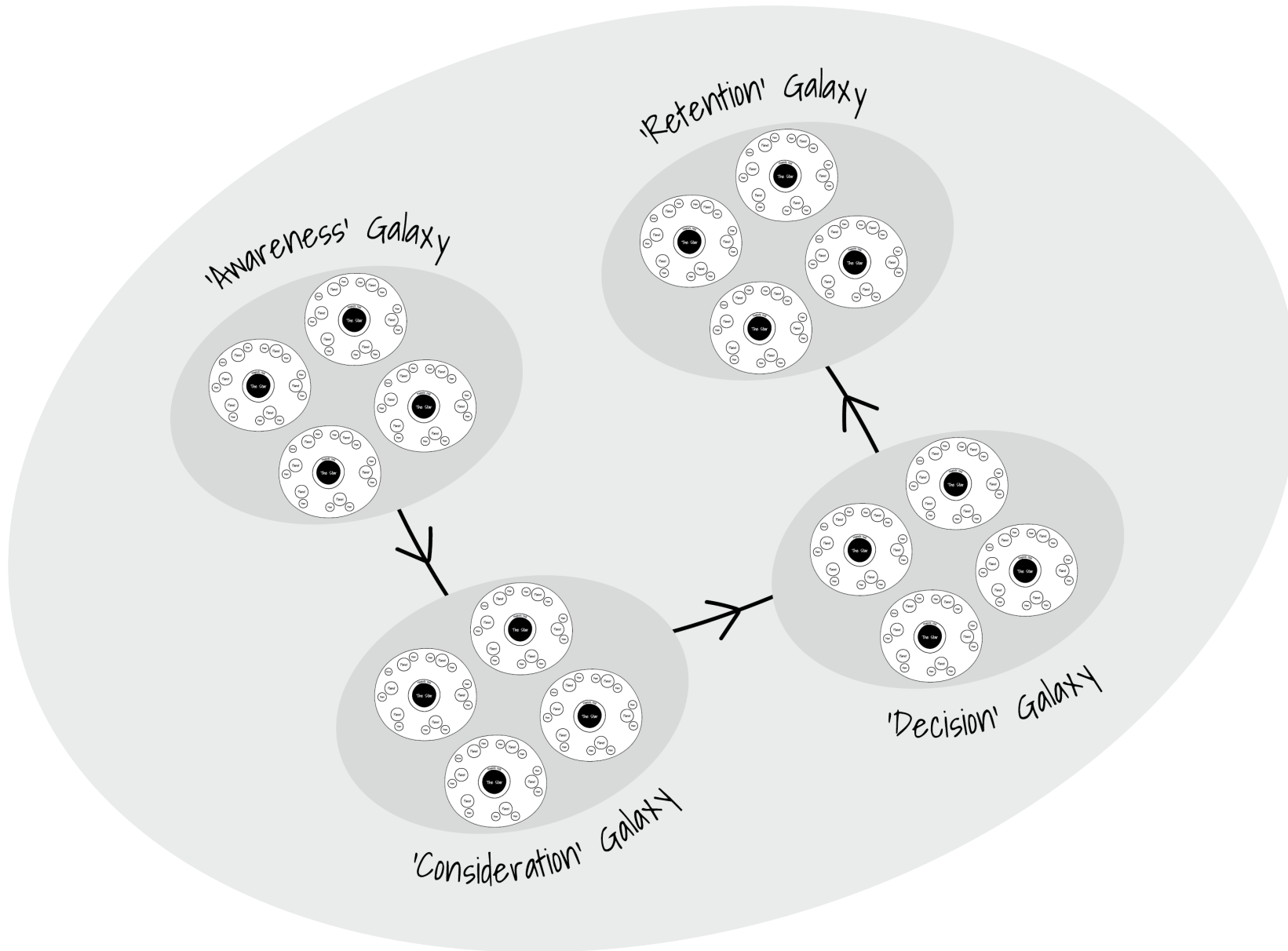


MAPPING YOUR PERSONA'S PRE-PURCHASE PROCESS

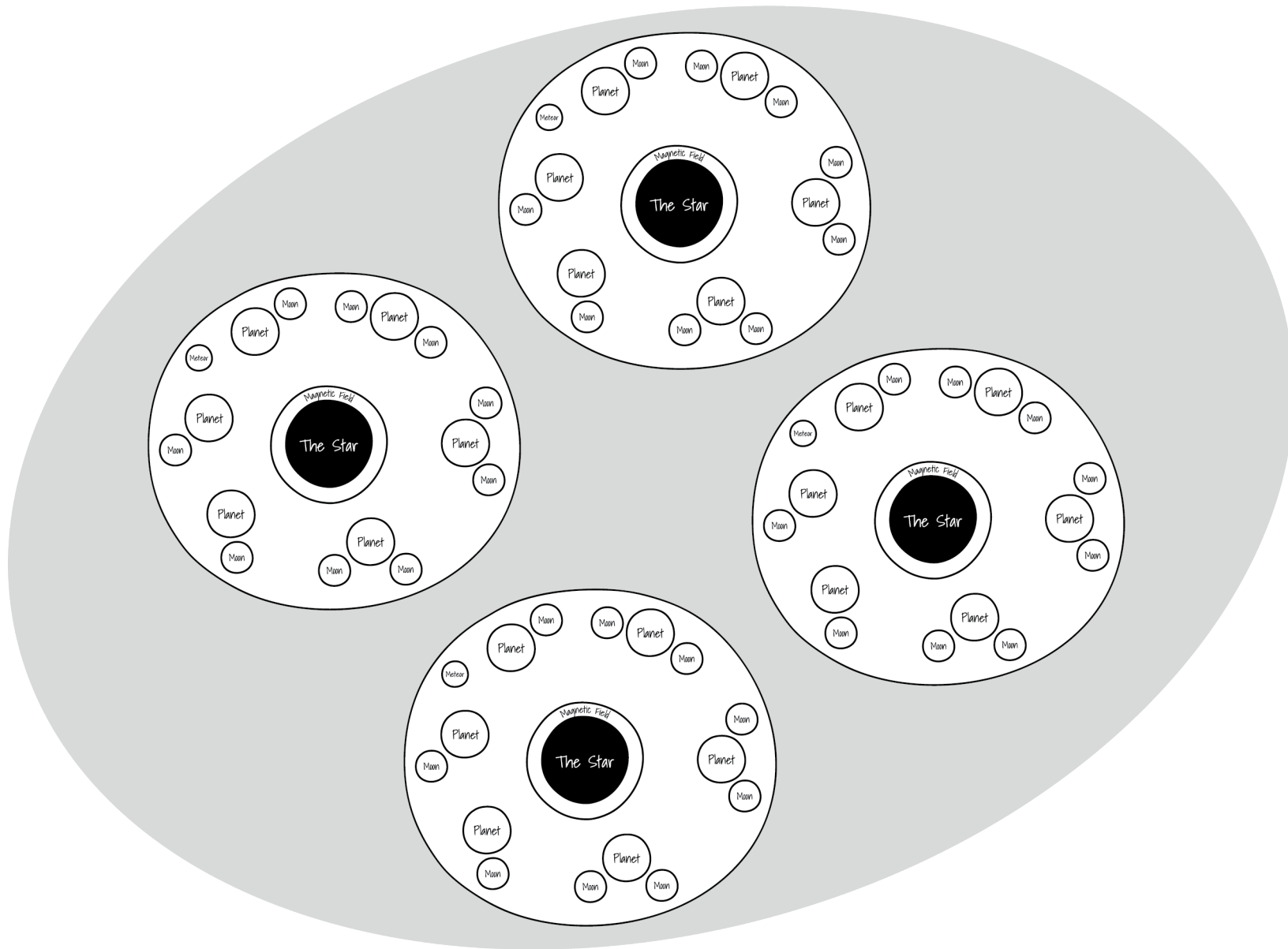
	DEFINITION	QUESTIONS/THOUGHTS
	<p>Your buyer persona is experiencing symptoms of a problem or a need to a level which warrants action, largely due to persistence or increasing impact.</p> <p>They are beginning to take steps to define what the problem or need is.</p>	
	<p>Your buyer persona has defined their problem or need and has decided that they will find a solution.</p> <p>They will now assess the various options available and select a solution method.</p>	
	<p>Your buyer persona has determined which solution method they will pursue.</p> <p>They will now choose their solution provider using their evaluation criteria.</p>	



CONTENT UNIVERSE™



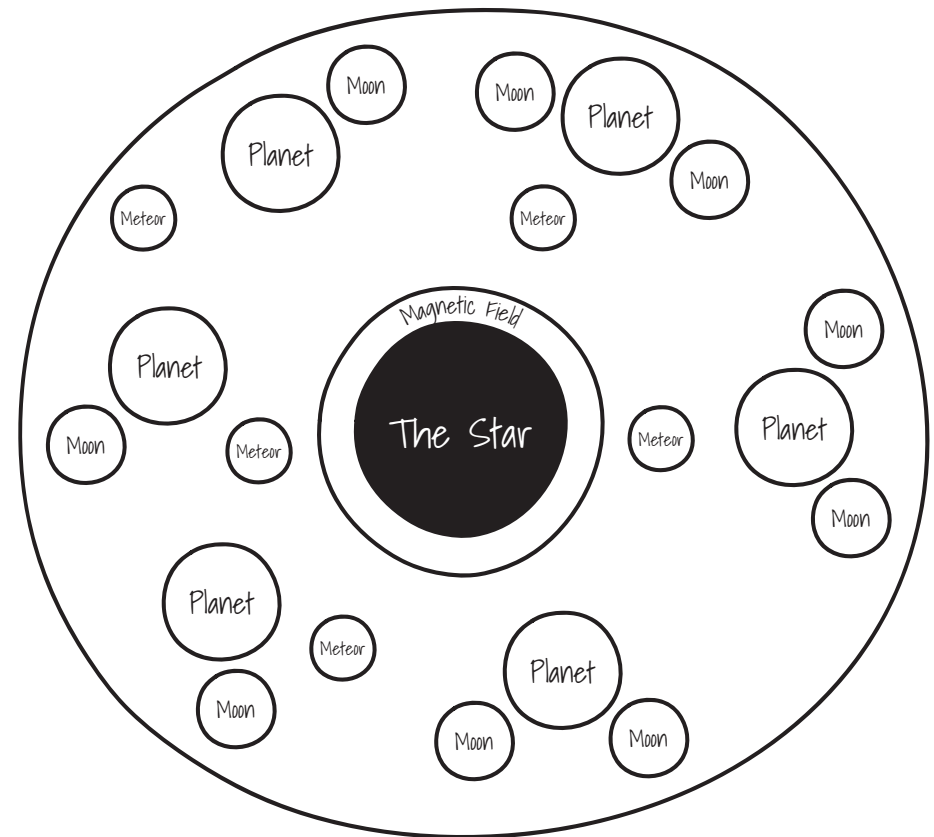
CONTENT GALAXY™



DEVELOPING YOUR CONTENT MARKETING STRATEGY

NOTES

THE CONTENT SOLAR SYSTEM™



CONTENT SOLAR SYSTEM™

STAR

MAGNETIC FIELD

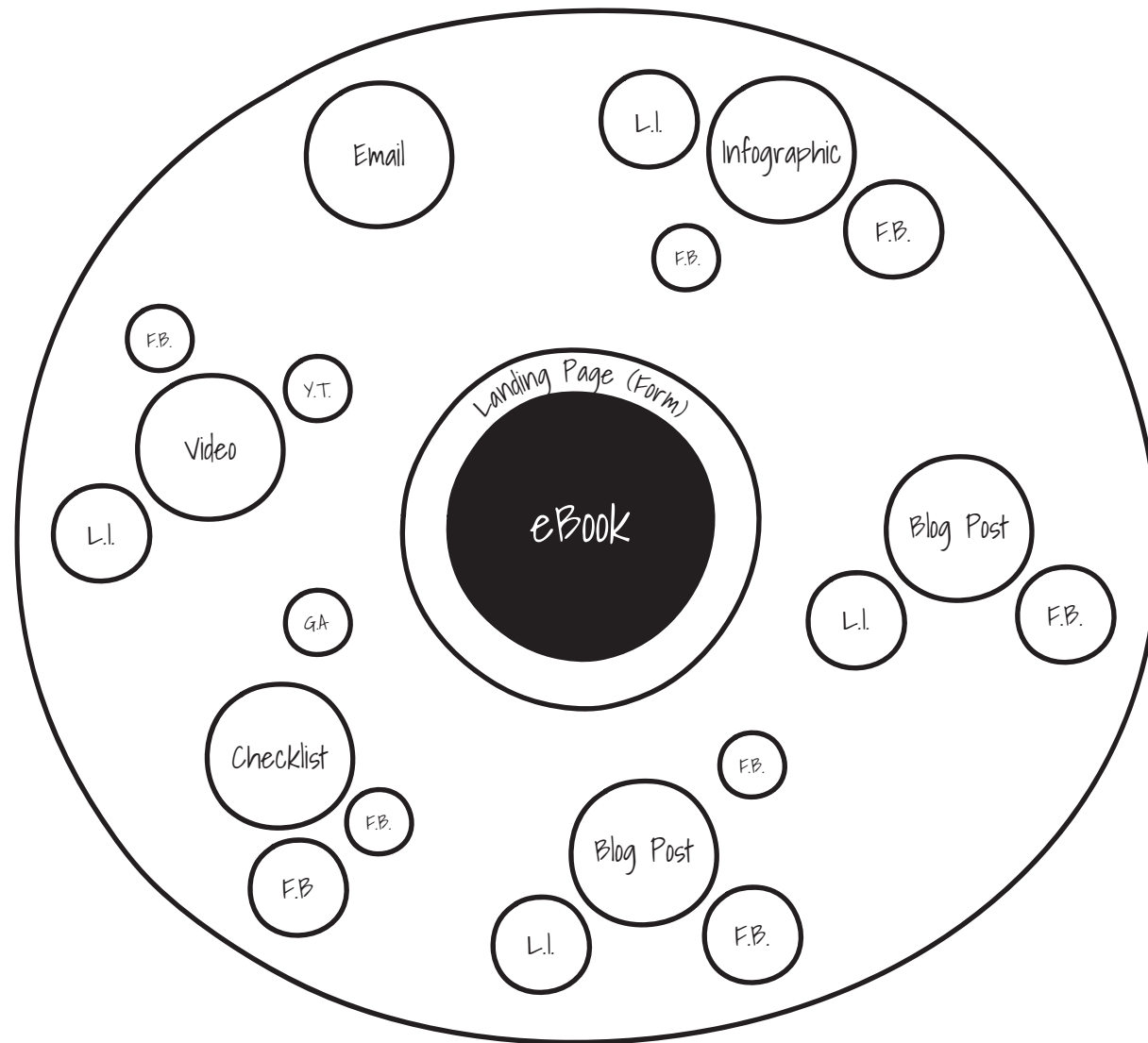
PLANET

MOON

METEOR



CONTENT SOLAR SYSTEM™



THE NEXT YEAR & THE NEXT QUARTER

12 MONTHS BUSINESS GOALS

90 DAYS MARKETING PROJECTS



MARKETING COMPASS ACCELERATOR



Be More That
↳

ACTION ITEMS		NOTES
What	When	

BOOK YOUR 15 MINUTE MARKETING GAME PLAN SESSION

www.co-pilot.com.au/game-plan-vip

