



MARKETING

EXECUTE ON CAMPAIGNS

The Task Timer



The Goal

To understand the basic requirements to ensure you have branding consistency across all marketing campaigns.

Money Made or Saved

By implementing marketing briefs and a style guide into your business, you can be sure that your graphic designer will execute to a high and consistent standard, resulting in minimal revisions and reduced turnaround times.

#RightNextThing

Understand Marketing Briefs & Checklists

The Task

- Do online training on MyLifestyleTradie.
- Download the Marketing Audit Checklist.
- Use this Marketing Audit Checklist every time you update your marketing communications.
- Download the Marketing Brief.
- Use this marketing brief every time you are giving a campaign to a graphic designer.
- Download the Dr. DRiP Style Guide.
- Create a style guide for your business.
- Use your business' style guide each time you are creating any marketing collateral.

The Time

- 1.5 hours
- 15 minutes
- Ongoing
- 15 minutes
- Ongoing
- 15 minutes
- 1+ hours
- Ongoing

The Task Timer



The Goal

To implement basic marketing activities in line with your desired workflow.

Money Made or Saved

By implementing the basic marketing activities customers have come to expect, you will build trust and credibility with the customer, resulting in a higher conversion from incoming call to completing the job.

#RightNextThing

Implement The Workflow Marketing Basics

The Task

- Do online training on MyLifestyleTradie.
- Download the Workflow Marketing Basics Exercise template.
- Download the Workflow Marketing Basics Exercise - Dr. DRIP example.
- Complete the Workflow Marketing Basics Exercise.
- For all the marketing activities you are yet to implement, pick ONE and action.
- Go LIVE with the marketing activity you chose to implement.
- Once complete, select the next marketing activity to action and implement.
- Repeat the last 2 steps until all desired marketing activities are implemented and LIVE.

The Time

1 hour
15 minutes
15 minutes
1 hour
1+ hours
1+ hours

The Task Timer



The Goal

To track the performance of your marketing activities.

Money Made or Saved

By tracking the performance of your marketing activities you can confirm whether or not the marketing activity is performing as desired and also empower yourself to make decisions on marketing activities based on results instead of gut feel.

#RightNextThing

Track Basic Marketing Metrics

The Task

- Do online training on MyLifestyleTradie.
- Download the Test and Measure by Campaign spreadsheet.
- Complete the set up of Test and Measure by Campaign spreadsheet.
- Download the Daily Job Logging Sheet.
- Follow the online training to implement into your business.
- Commence tracking all leads accordingly.
- Download Check Your Return On Investment For Each Campaign PDF.
- Complete the Check Your Return On Investment For Each Campaign PDF for each short term campaign moving forward.
- Decide on custom fields to set up in your job management system.
- Set up custom fields in your job management system.
- Train team on how to use your new custom fields to ensure accuracy.

The Time

- 2 hours
- 15 minutes
- 30 minutes
- 15 minutes
- 3+ hours
- Ongoing
- 15 minutes
- Ongoing
- 1 hour
- 1+ hours
- 1+ hours

-
- Set up reporting in your job management system to review results.

1 hour

-
- Review results on a your desired frequency (this is dependent on your trade business, however we recommend doing this at least monthly).
-

1 hour

The Task Timer



The Goal

To establish and master a minimum of 10 different Attract marketing strategies.

Money Made or Saved

By implementing a minimum of 10 different attract strategies to a high standard, with your avatar in mind, you will not only be diversifying where your leads are coming from, but you will be bringing in A Grade leads which will equate to higher conversion to jobs and hence higher revenue and profit.

#RightNextThing

Master 10x Attract Strategies

The Task

- Review the various Attract strategies listed on MyLifestyleTradie.
- Make a shortlist of 10 Attract strategies you would like to execute in your business.
- ATTRACT STRATEGY #1: Do online training.
- ATTRACT STRATEGY #1: Design strategy to work in your business and execute.
- ATTRACT STRATEGY #1: Set up tracking for strategy.
- ATTRACT STRATEGY #1: Go LIVE.
- ATTRACT STRATEGY #2: Do online training.
- ATTRACT STRATEGY #2: Design strategy to work in your business and execute.
- ATTRACT STRATEGY #2: Set up tracking for strategy.
- ATTRACT STRATEGY #2: Go LIVE.
- ATTRACT STRATEGY #3: Do online training.

The Time

1 hour

1 hour

1+ hours

1+ hours

30 minutes

1+ hours

1+ hours

30 minutes

1+ hours

• ATTRACT STRATEGY #3: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #3: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #3: Go LIVE.	
• ATTRACT STRATEGY #4: Do online training.	1+ hours
• ATTRACT STRATEGY #4: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #4: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #4: Go LIVE.	
• ATTRACT STRATEGY #5: Do online training.	1+ hours
• ATTRACT STRATEGY #5: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #5: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #5: Go LIVE.	
• ATTRACT STRATEGY #6: Do online training.	1+ hours
• ATTRACT STRATEGY #6: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #6: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #6: Go LIVE.	
• ATTRACT STRATEGY #7: Do online training.	1+ hours
• ATTRACT STRATEGY #7: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #7: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #7: Go LIVE.	
• ATTRACT STRATEGY #8: Do online training.	1+ hours
• ATTRACT STRATEGY #8: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #8: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #8: Go LIVE.	

• ATTRACT STRATEGY #9: Do online training.	1+ hours
• ATTRACT STRATEGY #9: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #9: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #9: Go LIVE.	
• ATTRACT STRATEGY #10: Do online training.	1+ hours
• ATTRACT STRATEGY #10: Design strategy to work in your business and execute.	1+ hours
• ATTRACT STRATEGY #10: Set up tracking for strategy.	30 minutes
• ATTRACT STRATEGY #10: Go LIVE.	

The Task Timer



The Goal

To establish and master a minimum of 10 different Convert marketing strategies.

Money Made or Saved

By implementing a minimum of 10 different Convert strategies to a high standard, with your avatar in mind, you will increase your conversion from leads to jobs, resulting on higher revenue and profit.

#RightNextThing

Master 10x Convert Strategies

The Task

- Review the various Convert strategies listed on MyLifestyleTradie.
- Make a shortlist of 10 Convert strategies you would like to execute in your business.
- CONVERT STRATEGY #1: Do online training.
- CONVERT STRATEGY #1: Design strategy to work in your business and execute.
- CONVERT STRATEGY #1: Set up tracking for strategy.
- CONVERT STRATEGY #1: Go LIVE.
- CONVERT STRATEGY #2: Do online training.
- CONVERT STRATEGY #2: Design strategy to work in your business and execute.
- CONVERT STRATEGY #2: Set up tracking for strategy.
- CONVERT STRATEGY #2: Go LIVE.
- CONVERT STRATEGY #3: Do online training.

The Time

1 hour

1 hour

1+ hours

1+ hours

30 minutes

1+ hours

1+ hours

30 minutes

1+ hours

• CONVERT STRATEGY #3: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #3: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #3: Go LIVE.	
• CONVERT STRATEGY #4: Do online training.	1+ hours
• CONVERT STRATEGY #4: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #4: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #4: Go LIVE.	
• CONVERT STRATEGY #5: Do online training.	1+ hours
• CONVERT STRATEGY #5: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #5: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #5: Go LIVE.	
• CONVERT STRATEGY #6: Do online training.	1+ hours
• CONVERT STRATEGY #6: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #6: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #6: Go LIVE.	
• CONVERT STRATEGY #7: Do online training.	1+ hours
• CONVERT STRATEGY #7: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #7: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #7: Go LIVE.	
• CONVERT STRATEGY #8: Do online training.	1+ hours
• CONVERT STRATEGY #8: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #8: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #8: Go LIVE.	

• CONVERT STRATEGY #9: Do online training.	1+ hours
• CONVERT STRATEGY #9: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #9: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #9: Go LIVE.	
• CONVERT STRATEGY #10: Do online training.	1+ hours
• CONVERT STRATEGY #10: Design strategy to work in your business and execute.	1+ hours
• CONVERT STRATEGY #10: Set up tracking for strategy.	30 minutes
• CONVERT STRATEGY #10: Go LIVE.	

The Task Timer



The Goal

To implement a lead magnet into your business to continue building a database of leads.

Money Made or Saved

By building and sharing lead magnets in your business, you are continually asking leads to share their contact information with you, to ensure you are building your database over time. Overtime, this database will be filled with prospective customers and can be used as a tool to drive future revenue.

#RightNextThing

Optimise Online & Convert More Leads

The Task

- Do online training on MyLifestyleTradie.
- Download The Lead Magnet Builder Workbook PDF.
- Complete The Lead Magnet Builder Workbook PDF.
- Build your download.
- Write your follow up sequences.
- Set up your follow up sequences for distribution.
- Draft your copy for your website and your thank you page
- Set up your website to allow for the download, contact form and thank you page.
- Decide where you are going to market your lead magnet.
- Draft your ad copy.
- Select your images for your ads.

The Time

- 2.5 hours
- 15 minutes
- 2+ hours
- 2+ hours
- 3+ hours
- 2 hours
- 2+ hours
- 1 hour
- 1+ hours
- 1 hour

-
- Chose the timing of your Ads.
-

1 hour

- Set up tracking for your lead magnet.
-

2+ hours

- Test to ensure all is working and (if not, tweak and change).
-

2+ hours

- Go LIVE.
-

The Task Timer



The Goal

To establish and master a minimum of 3 different Deliver marketing strategies.

Money Made or Saved

By implementing a minimum of 3 different deliver strategies to a high standard, with your avatar in mind, you will be continually WOWing your customer, resulting in higher sales, a higher average dollar sale and increased profit.

#RightNextThing

Master 3 x Deliver Strategies

The Task

- Review the various Deliver strategies listed on MyLifestyleTradie.
- Make a shortlist of 3 Deliver strategies you would like to execute in your business.
- DELIVER STRATEGY #1: Do online training.
- DELIVER STRATEGY #1: Design strategy to work in your business and execute.
- DELIVER STRATEGY #1: Set up tracking for strategy.
- DELIVER STRATEGY #1: Go LIVE.
- DELIVER STRATEGY #2: Do online training.
- DELIVER STRATEGY #2: Design strategy to work in your business and execute.
- DELIVER STRATEGY #2: Set up tracking for strategy.
- DELIVER STRATEGY #2: Go LIVE.
- DELIVER STRATEGY #3: Do online training.

The Time

- 1 hour
- 1 hour
- 1+ hours
- 1+ hours
- 30 minutes
- 1+ hours
- 1+ hours
- 30 minutes
- 1+ hours

-
- DELIVER STRATEGY #3: Design strategy to work in your business and execute.

1+ hours

-
- DELIVER STRATEGY #3: Set up tracking for strategy.

30 minutes

-
- DELIVER STRATEGY #3: Go LIVE.
-

The Task Timer



The Goal

To establish and master a minimum of 3 different Retain marketing strategies.

Money Made or Saved

By implementing a minimum of 3 different Retain strategies to a high standard, with your avatar in mind, you will be continually be top of mind for your customers and they will come back to use you time and time again. This will result in lower marketing spends as it is cheaper to keep customers than it is to acquire new customers, and they will already have a lot of trust in you, resulting in a higher average dollar sale and increased profit.

#RightNextThing

Master 3 x Retain Strategies

The Task

- Review the various Retain strategies listed on MyLifestyleTradie.
- Make a shortlist of 3 Retain strategies you would like to execute in your business.
- RETAIN STRATEGY #1: Do online training.
- RETAIN STRATEGY #1: Design strategy to work in your business and execute.
- RETAIN STRATEGY #1: Set up tracking for strategy.
- RETAIN STRATEGY #1: Go LIVE.
- RETAIN STRATEGY #2: Do online training.
- RETAIN STRATEGY #2: Design strategy to work in your business and execute.
- RETAIN STRATEGY #2: Set up tracking for strategy.
- RETAIN STRATEGY #2: Go LIVE.
- RETAIN STRATEGY #3: Do online training.

The Time

1 hour

1 hour

1+ hours

1+ hours

30 minutes

1+ hours

1+ hours

30 minutes

1+ hours

-
- RETAIN STRATEGY #3: Design strategy to work in your business and execute.
-

1+ hours

- RETAIN STRATEGY #3: Set up tracking for strategy.
-

30 minutes

- RETAIN STRATEGY #4: Go LIVE.
-

The Task Timer



The Goal

To automate as many marketing strategies and reports as possible.

Money Made or Saved

By automating as many marketing strategies and reports as possible you will reduce administration time, increase efficiency and as a result this will boost to your bottom line.

#RightNextThing

Automate Marketing

The Task

- Do online training on MyLifestyleTradie
- Decide what can be automated.
- Decide who will be responsible for the automation.
- Develop the brief for automating the marketing.
- Hand the automation task over to the person responsible.
- Determine how each task is going to be automated.
- Research the technology and software involved in automating your marketing.
- Decide which technology and/or software is right for your needs.
- Commence using and training on the selected technology and software applications.
- Set up and implement all your automation requirements for each marketing strategy.
- Set up automated reminders for offline marketing strategies.

The Time

2.5 hours

1 hour

30 minutes

1+ hours

30 minutes

3+ hours

3+ hours

1 hour

4+ hours

3+ hours

2+ hours

-
- Monitor the automation to ensure all is working effectively.

Ongoing

-
- Review and fine tune any processes not working 100% as you need them to.
-

Ongoing