



# MARKETING

## LAY THE FOUNDATIONS

# The Task Timer



## The Goal

To understand the fundamentals of marketing and improve your marketing IQ.

## Money Made or Saved

Developing a greater understanding of marketing principles, money will be made once you execute your knowledge by implementing the right marketing strategies and tactics into the business.

Money will be saved by stopping the wasted money on marketing campaigns not suited to your ideal customers. (this value is what you are paying to date on marketing that is not working).

#RightNextThing

# Understand Marketing 1-0-1

## The Task

- Do online training on MyLifestyleTradie.
- Download the A.C.D.R. Worksheets to understand the four fundamental stages of marketing.
- Complete the A.C.D.R. Worksheet.
- Download The 3Ms Model to understand how the 3Ms influence your marketing activities, and therefore must be considered.
- Download The 7 Dials™ pie chart to understand the relationship marketing has with customers, turnover and profit.
- Download The A.B.C.D Customer Types Model to understand the criteria.
- Downloaded The Job Logger template to understand what details to capture when booking in a job with a customer.
- Review the glossary of marketing terms.

## The Time

3 hours

15 minutes

30 minutes

15 minutes

15 minutes

15 minutes

15 minutes

30 minutes

# The Task Timer



## The Goal

To understand and identify the true Avatar of your business so that you attract the right A grade customer, and provide an exceptional, laser focused, customer experience.

## Money Made or Saved

Identifying the avatar of your business will improve return on investment on your marketing and hence make you money.

You will have multiple avatars if you work across multiple market segments (one or multiple per market segment).

#RightNextThing

## Clarify Customer Avatar

## The Task

- Do online training on MyLifestyleTradie.
- Download The Customer Avatar Advantage Workbook.
- Complete The Customer Avatar Advantage Workbook.
- AVATAR #1 (Market Segment) - Review current marketing strategies and update to ensure they communicate effectively.
- AVATAR #2 (Market Segment) - Review current marketing strategies and update to ensure they communicate effectively.
- AVATAR #3 (Market Segment) - Review current marketing strategies and update to ensure they communicate effectively.

## The Time

5 hours

5 minutes

2+ hours

2+ hours dependent on number of marketing campaigns

2+ hours dependent on number of marketing campaigns

2+ hours dependent on number of marketing campaigns

# The Task Timer



## The Goal

To understand which products and services (existing and new offerings) are most profitable to capitalise on them.

## Money Made or Saved

By understanding the most profitable products and services, your business will be able to prioritise work accordingly and improve processes while onsite to increase the transaction value and maximise profit on each job.

#RightNextThing

## Clarify Profitable Products & Services

## The Task

- Do online training on MyLifestyleTradie.
- Download the Profitable Products & Services First worksheet.
- Complete the Profitable Products & Services First worksheet.
- Discuss & agree what you are going to do differently knowing your Profitable Product & Services.
- Update website.
- Consider the 3M's of marketing with your most Profitable Products & Services.
- Update process to include how to begin offering to customers on site.
- Train the team on a single new process to execute in the field. (if any)
- Go live with the new process.
- Review and fine tune process.

## The Time

- 1 hour
- 15 minutes
- 0.5 hours
- 0.5 hours
- 1+ hours
- 1+ hours depending on how many
- 1+ hours depending on how many
- 1+ hours
- Ongoing

# The Task Timer



## The Goal

To establish a strong brand presence in the marketplace to help your business stand out and be recognised.

## Money Made or Saved

Money made through building a strong, recognisable brand in the marketplace that prospects and customers trust and hence elevates you against competitors increasing the propensity to buy.

Elevates brand equity over time that could lead to an increase in potential of business sale price.

#RightNextThing

# Establish Brand Presence

## The Task

- Do online training on MyLifestyleTradie.
- Complete the exercise Be Your Best Brand and reflect on your own branding.
- Complete the exercise Creating your brand essence.
- Review brand name, logo and mascot design.
- Download and complete the Brand Naming Formula sheet.
- Draft a Brand Positioning Statement.
- Keep in mind your brand essentials when creating any marketing campaigns and materials moving forward.

## The Time

5 hours

30 minutes

30 minutes

1 hour

1 hour

2 hours

Ongoing

# The Task Timer



## The Goal

To build a website to increase brand recognition and credibility.

## Money Made or Saved

By building a website money will be made through additional work generated from it.

#RightNextThing

## Build A Winning Website

## The Task

- Do online training on MyLifestyleTradie.
- Review some competitor websites and write down what you like and do not like.
- Contact a few different website developers to get quotes.
- OPTIONAL: Contact Lifestyle Tradie for an introduction to Kody at Lightning Sites as an additional quote.
- Review quotes and decide on website developer to go with.
- Contact winning website developer to approve quote.
- Agree on timeline for first draft of website.
- Review first draft of website and provide updates.
- Keep fine tuning website until you are happy with it.
- Go LIVE.

## The Time

- 3 hours
- 2 hours
- 2 hours
- 30 minutes
- 1 hour
- 15 minutes
- 1 hour
- 2 hours
- 2+ hours dependent on number of revisions

# The Task Timer



## The Goal

To design and apply a profitable and impenetrable business model to ensure you are making profit, never held for ransom by any customer, comfortable with cashflow and ultimately you are in control and hence confident at all times.

## Money Made or Saved

Once you are operating by design and not default you will be in a position to make money through your chosen profitable business model.

#RightNextThing

## Define A Profitable Business Model

## The Task

- Do online training on MyLifestyleTradie.
- Download the Profitable Business Model workbook.
- Complete the Profitable Business Model workbook.
- Download 'The Power Of 3 vs 1™' Spreadsheet.
- Complete 'The Power Of 3 vs 1™' Spreadsheet.
- Review the outcome of 'The Power Of 3 vs 1™' Spreadsheet - specifically focusing on the red flags that have been highlighted.
- Select one red flag at a time, and act to rectify. Repeat.
- Annual task to repeat 'The Power Of 3 vs 1™' Spreadsheet (with your future business model in mind), highlighting the red flags and repeating the act to rectify. Add a task to your project management tool as a reminder.

## The Time

4 hours

15 minutes

2+ hours

15 minutes

2+ hours

1 hour

2+ hours

# The Task Timer



## The Goal

To understand where your business is positioned in the market against your competitors.

## Money Made or Saved

By understanding the market better, you will ensure that your business remains relevant and on top of the ever-evolving customer needs.

#RightNextThing

# Compare The Competition

## The Task

- Do online training on MyLifestyleTradie.
- Download the Competitor Analysis Spreadsheet.
- Complete the Competitor Analysis.
- Review the results of the Competitor Analysis and decide where your company sits in relation to those.
- Download the SWOT Analysis template.
- Complete the SWOT Analysis.
- Moving forward be aware of the Strengths, Weaknesses, Opportunities and Threats highlighted in this module and act accordingly based off these.

## The Time

2 hours  
15 minutes  
4+ hours  
15 minutes  
2 hours  
Ongoing

# The Task Timer



## The Goal

To develop a marketing system to ensure your marketing is targeted, inline with your objectives and scheduled.

## Money Made or Saved

By developing your marketing system you'll identify and incorporate activities that work to attract the ideal customer to your trade business, with a strong return on investment.

#RightNextThing

# Design Marketing Systems

## The Task

- Do online training on MyLifestyleTradie.
- Download the Marketing Plan Preparation Workbook.
- Complete the Marketing Plan Preparation Workbook.
- Decide on your marketing objectives, strategies & tactics.
- Create a plan to implement your marketing objectives, strategies & tactics.
- Execute your plan.

## The Time

- 5 hours
- 15 minutes
- 5+ hours
- 4+ hours
- 2 hours
- Ongoing

# The Task Timer



## The Goal

To further develop your brand positioning by boosting it with credibility from multiple sources such as customer testimonials, reviews and awards.

## Money Made or Saved

By creating authority and positioning your business as highly credible, will help distinguish your business from your competitors and effectively lead to more customers.

#RightNextThing

# Master Authority Position

## The Task

- Do online training on MyLifestyleTradie.
- Complete the exercise Brand Positioning.
- Decide which awards align with your company and hence which you should enter.
- Draft responses to the awards questions.
- Review the awards submission and update.
- Gather any supporting documents such as photos and marketing collateral.
- Finalise your awards submission and submit it.
- Communicate your Award Finalist/Win with your customers.
- Include the Award logo on all your immediately accessible communication streams.
- Include the Award logo on all your Marketing material.
- If you were the WINNER, write a press release (if not done already) and send to your local and state based papers.

## The Time

3 hours

1 hour

1 hour

3+ hours

1+ hours

2+ hours

1 hour

2+ hours

1+ hours

2+ hours

4+ hours

- 
- Gather customer testimonials/reviews.
- 

Ongoing

- Implement a referral system to generate word of mouth leads.
- 

10+ hours