

Kickstart Marketing Workbook

Marketing - What Is It?

Marketing ... The "M" Word and its Role in Business Development

Skills Audit Worksheet

Name

Position

Skills	Strengths	Weaknesses	Loves	Hates

SWOT Worksheets

Business Performance

STRENGTHS	WEAKNESSES

Customer Perspective

STRENGTHS	WEAKNESSES

Pricing

STRENGTHS	WEAKNESSES

Place

STRENGTHS	WEAKNESSES

Resources

STRENGTHS	WEAKNESSES

Promotion

STRENGTHS	WEAKNESSES

Economic

Political

STRENGTHS	WEAKNESSES

Social

Technology

STRENGTHS	WEAKNESSES

SWOT Worksheets

Perception

STRENGTHS	WEAKNESSES

Customers

STRENGTHS	WEAKNESSES

SWOT Worksheets

Competitors

STRENGTHS	WEAKNESSES

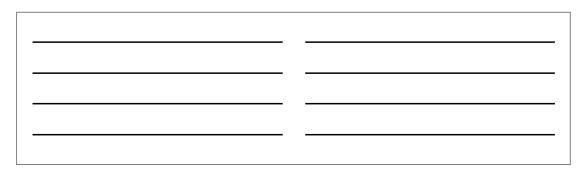
Key Issues Summary

Urgent

Important

Ongoing

Future Planning



Your Product or Service

What are you really selling?

What are your Product or Service features?

A feature is often an attribute of the service e.g. "We are open from 9 to 5" - "We are small business specialists". Every product or service has features.

The bad news is that clients buy benefits, **NOT** features. **So, how can you turn your features into benefits?**

 SO	
YOU!	

What makes your product or service special or unique?

Product or Service Worksheet

Ask yourself:

- What are you really selling?
- What is it the customer is buying?
- What is the customers core motivation for using that kind of product/service?
- What would happen to the customer if they didn't buy the service/product?
- What can they do with the service, what are the benefits for them?

Identify the product or service features and turn them into benefits

Features		Benefits	
	SO		
	YOU!		

Use features and benefits to create advertising and marketing that stands out from the rest



Market Positioning

What are your competitive advantages?

What are the buying criteria in your marketplace?

Positioning Worksheet

Plot your competitors on these charts (Some findings may be anecdotal or guesstimates). Find out where your competitors are positioned in the marketplace.

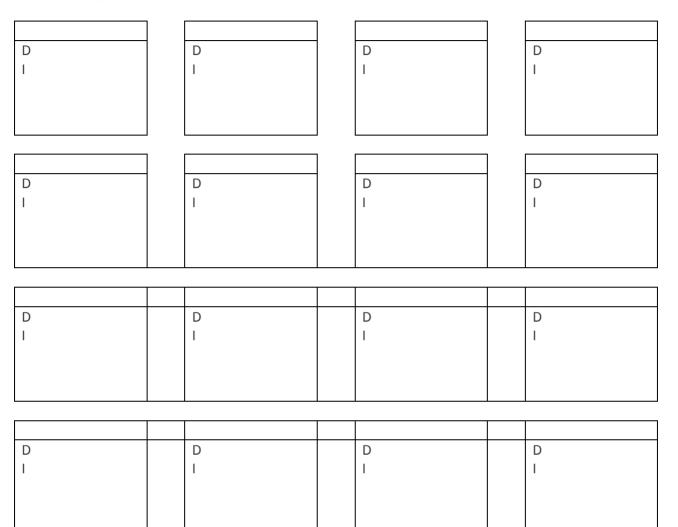
Low	High
Size of business or number of employees	
Low	High
Price	
Low	High
Product Range	
Low	High
Customer Service	
Low	High
Product Quality	
Low	High
Reputation	
Low	High

Ease of access/parking

- Identify the gaps in the market place.
- Plot your business on the charts to see your "position" in the market place
- Identify your competitive advantages.

Market Segmentation

Market Segment/Decision Maker/Influencer



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1		1	1	1

- Title of Decision Maker or influencer
- \$\$\$ Potential revenue or profit
- XXXX Difficulty of reaching the market
- /10 Desirability

Market Boundary & Segments Worksheet

Market Boundary

Market Segments (in order of market attractiveness)

Industry	Difficulty of Marketing	Desirability	Dollar Value
Existing Market Decision Maker -	$\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{$	10/10	\$\$\$\$
Influencer - Segment One Decision Maker -	$\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{$	10/10	\$\$\$\$
Influencer - Segment Two Decision Maker -	$\checkmark \checkmark \checkmark \checkmark \checkmark$	10/10	\$\$\$\$
Influencer - Segment Three Decision Maker -	$\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{$	10/10	\$\$\$\$
Influencer - Segment Four Decision Maker -	$\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{\sqrt{$	10/10	\$\$\$\$
Influencer - Segment Five Decision Maker - Influencer -	$\checkmark \checkmark \checkmark \checkmark \checkmark$	10/10	\$\$\$\$

Customer Profiles

Ask yourself what attitudes and attributes these groups have in common

Look at:

- Experience
- Skills
- Pressures/Stresses
- Responsibilities
- Family
- Age/Sex/Education
- Possessions
- Where they meet
- What they need
- Who do they report to
- People they see
- Hopes/Desires
- Who are they
- Where are they
- What are the worries and concerns in their lives
- What are the worries and concerns re their business

If necessary, develop profiles for influencers and decision makers





Client Profiles Worksheet

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Matching Worksheet

Match Your Product Benefits to Your Customers Needs and Wants and Ask Yourself:

- Where is the best place to reach your customers?
- What is the best message to give them?
- What is the best medium to reach your customers?

Segment	Key Benefits	Message	Medium