

Your Marketing Blueprint

Who are the 10% of the market you can dominate?

—

(and how will you do it?)

Background Thinking

1. Core Competencies – what are you really good at?

The best things on this list will be:

- Hard to replicate by your competitors,
- Applied to a variety of products, services and markets (i.e., not too limiting)
- Be valuable to your Ideal Customer – this is covered a few questions further on.

2. Core Weaknesses – what are you not good at? (either intentionally or not)

3. List your customer types/market segments. And thinking about the best customers within each of those types, fill in the matrix below.

Customer Type	Defining Characteristics	What problem do you solve for them?	What do they value and/or care about?	What do they buy from you (products and services)?
<i>Example Customer Type "Mums"</i>	<i>Health conscious, very busy, reasonably affluent but not loaded. Lots of friends. Very social.</i>	<i>Getting dinner ready.</i>	<i>Feeding family well. Budget conscious but not tight. Health and fitness</i>	<i>Premade meals.</i>

4. What is your Ideal Customers biggest stress or worry with regard to buying your product or service? What keeps them up at night?

- a. Why is this a concern for them?

- b. Why does that matter to them? (then ask why again, and again to boil down to the core emotion or foundational problem they really want to solve)

5. Why do your best customers buy from you now? Could they get this from your competition?

6. For each customer type/market segment you serve, fill in the matrix below.

Customer Type	How well are you performing (0-10)	What level of priority is it to improve this (0-10)	What opportunities are here?	What threats are here?
<i>Mums</i>	6	10	<i>Better educate on cost of doing it yourself.</i>	<i>New competitors entering market</i>

7. What opportunities exist in new markets you are currently not serving?

8. Your products and Services.

Product/Service	Average Gross margin	Average \$ Sale	% of Sales (by dollar volume)	How good are you at this? (0-10)
<i>Premade meals</i>	60%	\$197	80%	9

Distilling Your Marketing Blueprint:

From all the responses you've written above, how would you answer the following questions?

- **WHO** - Which customers will you choose to focus on? Who are the 10% of the market that value your core competency and uniqueness and will pay for it?

- **WHAT and WHY** - Why will they buy from you vs. your competitors – i.e., What is your promise and guarantee that revolves around their greatest fear, stress, worry or motivator. This gives power to your marketing and forces your team to focus on what matters to the customer. It builds operational excellence to be really good at what matters.

- **HOW** – which search terms will you own? Which words will represent the mindshare you will have within your market?

Next steps:

1. Marketing Vehicle Checklist – which marketing channels will you use?
2. Marketing Activity Calendar – how will you timetable execution?
3. Digital Strategy – how does your digital strategy and digital presence align with the outcomes of this document?