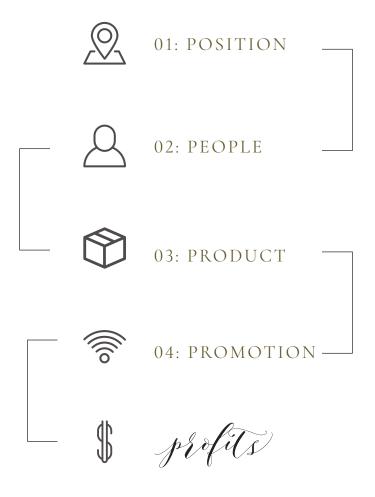


INTRODUCTION

Congratulations on taking the first step to get your marketing strategy in order! The Marketing Roadmap consists of four essential parts, which all build upon on another. Below is an outline of the roadmap (loosely based on the original "Marketing Mix"). Then this workbook will dive deeper into each of these four P's.





01 : POSITION

01.10011101
This is where you are in your industry, relative to your "competition".
→ Create a unique selling point to stand out from the crowd AND attract your ideal audience.
In my industry, the leaders are,
In my industry, my peers are,
What makes me unique is
02 : PEOPLE
This is who you really want to work with. Not who you "should" work with. Not what "seems like a good idea". (Trust me, I've wasted years working with people who I "should" work with and I was completely unhappy.)
→ Create both a target audience and an ideal client profile.
My target audience is
My ideal client struggles with
The transformation they want to see is



03: PRODUCT

Product can be both physical and digital goods as well as services. It's anything you offer in exchange for payment. A massage can be a product. An online course can be product. A .pdf ebook can be product.

ightarrow Create a signature product, then offer a premium version and a "value size" version.
My main offering (product) is
The premium version will also include
My "value size" version will only have
04: PROMOTION
Promotion is not sales or discounts. It's not "2 for 1 tomatoes" in the Sunday ads. Promotion
is how you get in front of strangers, particularly strangers who are your ideal client.
→ Choose your weekly content - ie. blog, YouTube video, live stream, audio podcast
ightarrow Then choose your social platform to share your content - Facebook, Instagram, Pinterest, etc.
My main weekly content is going to be a (circle one):
BLOG VIDEO LIVE STREAM PODCAST
My social media platform is and I will post times a week

next level

You've completed your marketing roadmap! Woo hoo!

Want to dive deeper and get even more clear on your marketing strategy? Unlock the Foundation: Marketing Essentials - a \$97 value, but FREE *today* when you when you use the code: ESSENTIALS

brandandblossom.com/essentials



In this short mini course, there are six "binge-able" videos (only 3-5 minutes each) to help walk you through your marketing strategy. Also be sure to check out the Brand & Blossom Facebook group for community and support.

ABOUT ME

Hi, I'm Stacy! I'm a marketing and personal brand strategist. I help personal brands create strategies that effectively promote and sell their services. I'm also the host of Brand and Blossom podcast, a show about building brands and empowering entrepreneurs.

