MODULE 1: MARKETING FOUNDATIONS

What marketing does for my business

Lesson: What marketing is (and is not) for a service business · about 15 minutes

Use these exercises to define marketing in terms of your own clients and find where your business is leaking bookings.

Your business (name, service, main city):

1. **Write the working definition of marketing in your own words, naming your specific client type and what they need to trust about you.**

2. **List every marketing activity you did in the last month. Next to each, write which of the four jobs it served: attract, convince, convert or keep.**

3. **From your inbox or records, fill in last year's numbers: inquiries, inquiries answered within 24 hours, consultations or calls, bookings and average booking value.**

4. Which of the four jobs is weakest in your business right now? What evidence tells you so?

5. Take one marketing idea you have been considering and complete the one-sentence test: client, job, mechanism and measurable result.

6. Name one service problem you should fix before you spend more on marketing, and what fixing it would take.

Check: can you now

- Define marketing for a service business in terms of the client's decision, not your activity
- Distinguish the four jobs of marketing: attract, convince, convert and keep
- Apply a one-sentence test to decide whether a marketing idea is worth your time

One change you will make this week