MODULE 1: MARKETING FOUNDATIONS

My one-page marketing snapshot

Lesson: Module 1 workshop: a one-page marketing snapshot · about 20 minutes

Complete the eight parts of the snapshot for your own business, then choose and price your one priority.

Your business (name, service, main city):

1. Write your business in one line: what you sell, to whom, and where. Then list your two or three main client types with an estimated share of revenue for each.

2. Name the stage of your client journey where you lose the most clients, and write the evidence from your inbox, calendar or records.

3. Record your seven-P scores, your total out of 35 and your weakest P. Note your demand split between capture and creation.

4. Fill in your five numbers: leads, conversion rate, average booking value before HST, cost per booking for your best and worst channel, and lifetime value.

5. **Mark each compliance line green, amber or red: CASL consent, CASL message content, all-in prices, reviews, privacy and HST status. Write the fix for each red line.**

6. **Choose your one 90-day priority. Write the number it should move, the arithmetic for what it is worth, and the block of your daily hour where it will live.**

Check: can you now

- Complete an eight-part marketing snapshot for your own business using real figures from your records
- Identify the single biggest leak in your client journey and estimate what fixing it is worth in dollars
- Choose one 90-day marketing priority and attach it to your daily marketing hour

One change you will make this week