

ActionCOACH[®]
BUSINESS COACHING

YOUR MARKETING MACHINE

**HOW YOU CAN
CONSISTENTLY
BUY LIFETIME
CUSTOMERS**

with simple actions steps



**REAL PEOPLE.
REAL RESULTS.**

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Chapter 1: Introduction and Global Audience

Welcome to "Your Marketing Machine" e-book, a guide that empowers you to consistently acquire lifetime customers through straightforward action steps. In the pages of this e-book, we will delve into the essence of marketing and equip you with the essential knowledge to enhance your business's product and service marketing strategies. By the time you've finished reading, you'll be well-prepared to make your marketing efforts more effective and impactful. Welcome to the journey of mastering the art of marketing with "Your Marketing Machine."

Actions To Take:

- Consider how global audience location would impact your marketing strategies.
- Reflect on how to tailor marketing efforts to suit diverse needs.

Chapter 2: Understanding Marketing and Setting Goals

Let us embark on our discussion by delving into the very essence of marketing. What exactly does marketing encompass? How does it operate, and what significance does it hold for your business? I begin by posing these fundamental inquiries to set a clear direction. My objective today is to provide you with the knowledge to amplify your lead generation capabilities as you navigate through the pages of this e-book. I urge you to consistently challenge yourself with questions while you engage with this material, especially those pertaining to your organization's marketing strategies, lead generation efforts, and the unique challenges your business faces.

Actions To Take:

- Define clear marketing goals for your organization.
- Identify areas in your marketing strategy where lead generation can be improved.
- Consider how to address specific business challenges through marketing.

Chapter 3: Buying Lifetime Customers

Now, when we contemplate the idea of acquiring lifetime customers, we must delve into what it truly means. The crux of business, particularly in the realm of marketing, centers on this concept. As a marketer, my primary objective is to acquire customers. But not just any customers – we aim to secure lifetime customers. We seek individuals who will return repeatedly over an extended period. This naturally leads us to the critical issue of numbers. I've often emphasized that marketing is inherently mathematical. If the numbers add up, it signifies effective marketing. Irrespective of the accolades and praise for creative aspects, if, for example, a million people watch my video, and none of them take any action, can it be deemed successful marketing? Furthermore, if those million viewers are located in India and my small retail business operates in Las Vegas, it offers little benefit. Therefore, we must break down the marketing process to understand how we can acquire customers – a core concept we aim to emphasize in our exploration.

Actions To Take:

- Evaluate your approach to acquiring customers and whether it focuses on lifetime value.
- Assess the effectiveness of your marketing efforts in terms of generating actionable results.
- Consider the geographical relevance of your marketing strategies.

Chapter 4: Understanding Acquisition Cost and Lifetime Value

In this chapter, we delve into the fundamental aspects of marketing. To master the art of marketing, it's crucial to comprehend the two essential components: Acquisition Cost and Lifetime Value. We'll break down the numbers and their significance before diving into strategies. The equation is simple – acquisition cost versus lifetime value. First, we need to consider acquisition cost, which is the initial and most critical figure. Your number of leads and conversion rate directly impacts the cost of acquiring a customer. We aim for a low acquisition cost, but not at the expense of reduced quality.

For instance, imagine buying a large volume of low-cost leads that barely convert. While the acquisition cost is low, it becomes an ineffective strategy. We must strike a balance. This chapter guides you in achieving that balance and emphasizes the lifetime value, which includes factors like repeat purchases and referrals. This equation is key to a successful marketing strategy.

Actions To Take:

- Calculate and evaluate your acquisition cost for acquiring customers.
- Review your lead conversion rate and its impact on acquisition cost.
- Focus on balancing acquisition cost with quality.
- Explore strategies to enhance the lifetime value of your customers through repeat purchases and referrals.

Chapter 5: Calculating Allowable Acquisition Costs

Let's now take a deeper dive into the concept of acquisition costs and break it down into two distinct levels. To do this effectively, I'd like you to reflect on the initial transaction with your customers. What value does that initial transaction hold for your business? To illustrate this, allow me to share a personal experience from my earlier days when I was involved in a dog food business in Melbourne, Australia, known as Trophy Dog Food. Our average sale to a new customer stood at \$108. Out of this, we were able to generate a profit of \$38 from that first sale. Let's take a moment to analyze these numbers. The initial transaction amounted to \$108, with a profit of \$38.

The key question here is: if you could acquire a customer for \$20, with a profit of \$38, how many new customers would you be willing to acquire? This isn't a complex puzzle; it's a straightforward matter. If you invest \$1 and receive \$2 in return, you'd naturally want to invest that \$1 every day. The principle we're discussing here is known as allowable acquisition costs, which means acquiring customers for an amount lower than the profit you earn from the first sale. In my dog food business, it translated into having an effectively unlimited marketing budget.

Allow me to share another example. Our radio advertising efforts allowed us to acquire customers for \$24.50. In return, we would generate \$38, and this figure doesn't even account for the customer's lifetime value, only the profit from the first sale. Now, in the digital age, tools like Google, Facebook, YouTube advertising, and advanced marketing platforms like HubSpot and Funnels provide us with the precise knowledge of what it costs to acquire a lead and, more importantly, a customer. This empowers us to make informed decisions about when to initiate our marketing strategies. As you continue to read, we'll explore the strategies for scaling your marketing efforts in more detail.

Actions To Take:

- Analyze your business's initial transaction value and profit.
- Consider whether you can acquire customers at a cost lower than the profit from the first sale.
- Explore digital marketing tools to determine your customer acquisition costs.



Chapter 6: Investment Acquisition Cost

Now, let's explore the concept of investment acquisition costs. I'll draw upon my experiences in the dog food business, which remain relevant in our present-day endeavors. In this case, our newspaper advertising allowed us to acquire a new customer at a cost of \$54. This presented an interesting scenario: we were putting out \$54, yet our profit from the first sale was \$38. The question that arises is whether we continued running the newspaper advertising at a loss. Most people would instinctively lean toward a "thumbs down." However, there's more to this than meets the eye.

In our case, the first sale to a customer brought in \$38 in profit. But it didn't stop there. A second sale, occurring six weeks later when we made the customer's second delivery, and subsequent sales every six weeks, continued to yield another \$38 in profit. Over three years, the customer generated a total profit of \$108, even though the initial transaction had a profit of \$38. So, if we're investing \$54 and reaping \$800 in profit over three years, the answer becomes evident: yes, we kept running the newspaper advertising.

Actions To Take:

- Evaluate the concept of investment acquisition costs for your business.
- Consider the long-term profitability of customer acquisition, beyond the initial transaction.
- Assess whether customer retention and repeat sales can turn an apparent loss into a profitable strategy.

Chapter 7: Strategic Customer Acquisition at Scale

Let's now broaden our perspective on acquisition costs. There are two key facets to consider: allowable acquisition costs, where you purchase customers for less than the profit from the first sale, and investment acquisition costs, which require multiple transactions to become profitable. As we explore how businesses of different sizes implement these strategies, let's consider some well-known examples.

Take Coca-Cola, for instance. In the past, their marketing approach involved substantial TV spending, especially during Christmas. However, you'll notice that this has changed over time. Nowadays, you see their iconic bears, but not massive TV campaigns. They've shifted from acquiring single customers to buying customers on a grand scale. Coca-Cola sponsors stadiums, hotels, and restaurants. When you walk into a hotel, you're either served Pepsi or Coca-Cola products—there's no in-between. They've moved from buying individual customers to acquiring them in bulk.

Now, let's look at the telephone business. Their strategy involves offering customers phones and allowing them to pay over time. Think about a recent purchase you made. How did the company acquire you as a customer? Perhaps you conducted an online search, and they bombarded you with targeted advertising over 30 days until you made the purchase. Some companies even use sophisticated tactics, like voice-activated advertising based on your conversations.

In essence, these businesses are investing money to acquire customers. The same principle applies to businesses of all sizes, including yours. As you read further, we'll delve into the strategies and tactics that you can employ to make informed decisions about acquiring and retaining customers effectively.

Actions To Take:

- Consider how your business can transition from acquiring individual customers to acquiring them at scale.
- Evaluate various strategies for acquiring and retaining customers effectively, including tailored advertising approaches.
- Explore the applicability of these strategies to your business's size and goals.



Chapter 8: Challenges for Small Businesses in Marketing

Here is a fundamental question: Why do most small businesses, especially new ones, face the risk of failure? It often boils down to their allocation of financial resources. Many entrepreneurs invest heavily in opening their physical locations or setting up their offices but overlook a critical aspect – allocating a budget for acquiring customers. When you ask them how much they've set aside for buying customers, their response is often bewildering. "Buying customers? What do you mean? I thought they would just show up once we're open. After all, I've heard 'build it, and they will come' in a famous movie." However, the reality is quite different. Marketing doesn't work on the assumption that customers will magically appear.

Actions To Take:

- Recognize the importance of allocating a budget for acquiring customers in your business plan.
- Avoid the assumption that customers will automatically come to your business; instead, plan for marketing strategies to attract them.

Chapter 9: Marketing Strategies: Going Out and Finding vs. Being Found

Marketing, at its core, is about acquiring customers. There are two fundamental strategies to achieve this goal. First, there's the proactive approach of going out and purchasing customers, typically through methods like running Facebook ads, radio advertising, or magazine features. On the other hand, there's the strategy where customers find you, an approach rooted in creating a strong online presence. This involves building a website with substantial content that aligns with what people are searching for. It's about providing ample opportunities for potential customers to discover your business without you having to hunt them down.

These two approaches represent the push and pull styles of marketing. The costs associated with each strategy differ. When you directly purchase customers through advertising, your budget goes into running those ads. For example, spending \$1,000 on advertising to acquire 10 new customers at \$100 each. On the flip side, if you're investing in building your online presence, the budget goes toward creating content. This could include articles, videos, photographs, or webinars. This approach focuses on creating content that allows potential customers to find you when they search for relevant information.

Consider an example. My wife operates a business in Las Vegas that specializes in sleepover birthday parties for kids. Rather than splurging on ads, she invests in producing content such as videos, photographs, and articles. Why? Because when parents in Las Vegas look for birthday party ideas for kids, they turn to search engines like Google. Therefore, having content that matches their queries is crucial.

So, what's your preferred approach? Naturally, the preferred choice is to have customers find you. However, this doesn't eliminate the need for an advertising budget. Even when customers are actively seeking you, you want to be sure they can find your content and offerings. This is where strategic content creation plays a vital role. If you'd like to delve deeper into the intricacies of this strategy, I recommend reading Marcus Sheridan's insightful book, "They Ask, You Answer." It's a valuable resource for enhancing the discoverability of your business through strategic content creation.

Actions To Take:

- Evaluate the two fundamental marketing strategies: going out and finding customers or being found by them.
- Determine the budget allocation for your preferred marketing strategy.
- Consider investing in content creation to enhance your online presence and customer discoverability.

Chapter 10: Online Visibility: The Google My Business Page

Let's turn our focus to another vital aspect – being readily discoverable when potential customers are actively searching for your products or services. Suppose you haven't invested extensively in content creation. In that case, it's crucial to have a presence on Google AdWords. I recently had a conversation with a group of 300 business owners and posed a question that I'd like to extend to you. What percentage of them do you think had taken the time to create their free Google My Business page? Please feel free to share your estimates if you wish. It's an eye-opener to gauge the level of engagement in this fundamental aspect. You've expressed percentages like 5%, 10%, and some more generous estimates like 50%. The reality I encountered within that group was that about one-third of them had indeed established their Google My Business page.

Actions To Take:

- Create or optimize your Google My Business page to enhance online visibility.
- Ensure your business is discoverable when potential customers search for your products or services.
- Recognize the importance of this fundamental aspect in today's digital landscape.



Chapter 11: The Lack of Marketing Knowledge Among Business Owners

It's time to address a core issue: do most business owners invest time in studying marketing? The honest answer is that they often don't. The reasons are straightforward. Business owners are deeply immersed in their professions, whether it's plumbing, hairstyling, accounting, or any other specialization. Their primary focus is delivering the services or products their business offers, not necessarily the marketing aspect. Today, my goal is to empower you, whether you're a seasoned marketer looking for fresh insights or a newcomer to the world of business marketing. My aim is to guide you on a journey to becoming a proficient marketer. Eventually, you'll realize that you're not just a business operator but also a capable marketer.

Actions To Take:

- Recognize the importance of marketing knowledge for business success.
- Dedicate time to study and improve your marketing skills, even if it's not your primary focus.

Chapter 12: Balancing Both Sides of Marketing

To thrive in the world of business, we must excel on both fronts: making it easy for potential customers to find us and actively seeking them out. These two dimensions form the foundation of a robust marketing strategy. Naturally, having them find us is preferable, and there's a compelling reason behind it. When someone is actively searching for your offerings, they're usually in the market to make a purchase soon, either immediately or in the near future. In contrast, when we are the ones initiating contact, it often leads to a more protracted sales cycle. We need to convince them to buy and, additionally, to choose us as their preferred provider.

For those who may recall the days of Yellow Pages advertising and classified ads, you'll understand that these methods focused on having customers find you. In the contemporary context, the web is the primary platform where people actively seek products and services. Therefore, optimizing your online presence is of paramount importance.

Actions To Take:

- Strive to strike a balance between making your business easy to find and actively pursuing customers.
- Recognize the advantages of having customers actively search for your offerings. Invest in optimizing your online presence to enhance discoverability.

Chapter 13: Importance of Creating Content

When it comes to being found online, the question is not how many ways you can get potential customers to discover your business. It's about understanding where they search for you. While Google, with its search engine and YouTube, stands out as the predominant platform, there's more to consider. In the age of information, you require a far more substantial content library than you might realize. Marcus Sheridan aptly notes that a staggering 70 to 80 percent of purchasing decisions are made after in-depth research. Think about your own shopping habits – you likely browse through numerous pages, watch videos, and read various articles. To be found, your content plan should be strategically designed, reverse-engineered according to what your local market is searching for. Articles, videos, eBooks, downloads, and other content pieces should be tailored to align with what your potential customers are seeking. This strategy ensures you're addressing their specific needs effectively. The principles are well explained in Marcus's book, "They Ask, You Answer."

Actions To Take:

- Recognize the significance of creating valuable content for potential customers.
- Develop a content plan aligned with your local market's search preferences.
- Consider implementing content formats like articles, videos, and eBooks to address specific customer needs.

Chapter 14: The Role of SEO in Online Marketing

When it comes to being found by potential customers, SEO plays a pivotal role. However, it's not the only strategy at your disposal. Advertising is a valuable tool that should not be underestimated. Organic traffic through SEO is crucial, but you should also consider investing in advertising to ensure your business's visibility. For instance, if you sell carpet in Las Vegas, where the competition is fierce, it's vital to secure a spot among the top advertisers, even if your organic ranking is not the highest. The right balance between organic reach and advertising is key to ensuring that customers can find your business efficiently.

Actions To Take:

- Recognize the importance of SEO and advertising in online marketing.
- Achieve a balance between organic and paid strategies to enhance your business's visibility.
Consider the competitive landscape in your market when making advertising decisions.

Chapter 15: Targeting the Right Audience

The third aspect of them finding you is all about precision. Your goal is not just to be found but to have the right customers discover your business. To achieve this, you must tailor your content to attract your target audience. Take a moment to think about the type of content that would attract those interested in your products or services. For instance, if you offer management training programs, focus on producing articles like "Top Seven Factors to Consider When Choosing a Management Training Program" or explore topics related to ratings and reviews of management training programs. This approach helps you create content that specifically appeals to potential buyers, rather than offering generic information that might not convert.

Actions To Take:

- Focus on tailoring your content to attract your ideal audience.
- Develop content that directly addresses the specific needs and interests of potential buyers.
- Consider the types of content that would resonate with your target audience.





Chapter 16: The Importance of Permanent Marketing

The final element in the quest to be found is a gamechanger – permanence. In the digital age, your marketing efforts should have lasting impact. Permanent marketing materials, such as a prominent sign in front of your physical location or an evergreen YouTube video, offer enduring visibility. Social media posts may be ephemeral, but content like blogs, videos, photographs, and eBooks are a lasting part of your marketing arsenal. The critical takeaway here is the importance of permanence in your marketing efforts. Investing in long-lasting materials ensures that your message continues to be seen, providing ongoing value. Therefore, focus on creating and maintaining permanent marketing assets that have a lasting impact. While platforms like Facebook and LinkedIn have their place, permanent marketing remains an invaluable asset. It's the long-term investments that truly solidify your presence and influence.

Actions To Take:

- Recognize the significance of creating permanent marketing assets.
- Invest in content that provides lasting visibility and ongoing value.
- Consider the long-term impact of marketing materials in the digital age.

Chapter 17: Balancing Them Finding You and You Finding Them

The art of marketing involves balancing the two sides: having customers find you and actively seeking out potential customers. However, if your goal is rapid growth, you can't rely solely on customers finding you. To scale your business quickly, you need to be proactive in finding them. However, ensure that your business is easily discoverable first. Permanent visibility and content tailored to attract buyers should be the foundation. Only then should you prioritize active customer acquisition. The key is to strike the right balance – to ensure you have a steady stream of customers finding you while actively pursuing new leads.

Actions To Take:

- Recognize the importance of balancing passive and active customer acquisition strategies.
- Prioritize making your business easily discoverable before actively pursuing new leads.

Chapter 18.1: Setting Customer Acquisition Goals

To build a robust marketing strategy, you need to set clear goals. One of the most vital questions to answer is how many new customers you want to acquire. Surprisingly, the most common, yet counterproductive response among business owners is, "I want as many as I can get." Yet, this answer, although well-intentioned, is fundamentally flawed. The reality is that you don't need as many customers as possible; you need the right number of customers. It's important to align your customer acquisition goals with your business's capacity. Buying too many customers can overwhelm your resources and impact your customer service quality. The aim is to strike a balance – to purchase the precise number of customers that your business can handle effectively.

Actions To Take:

- Set clear and realistic customer acquisition goals for your business.
- Align your goals with your business's capacity to provide quality service.
- Focus on acquiring the right number of customers, not as many as possible.

Chapter 18.2: Prudent Customer Acquisition Management

When envisioning a continuous stream of new customers, a thought-provoking question arises: Could you maintain that influx over the long haul? If you were to perpetually attain such a rate of new customers, would your resources and capabilities suffice? When contemplating this, consider the potential pitfalls. It's possible that what works for one week or two may result in chaos if applied consistently for 52 weeks. It's crucial to exercise discretion when quantifying your target. It's not about accumulating as many new customers as possible but acquiring the right number. Too many customers, over an extended period, could strain your finances, staffing, and resources. Striking a delicate balance is essential for long-term success.

Actions To Take:

- Assess your business's ability to maintain a consistent influx of new customers.
- Be cautious about setting unrealistic customer acquisition targets that could strain your resources.
- Strive for a balance in customer acquisition that ensures long-term sustainability.

Chapter 18.3: Goal Setting and Room for Margin

Allow me to impart a valuable insight, inspired by a peculiar source, TV binge-watching. If you've ever indulged in my 30x programs, then you know a thing or two about accelerated learning. The concept I'd like to share is simple yet profound: "Two is one, and one is none." It's a concept borrowed from my experiences with goal setting. The crux of the matter is this: never fixate your objective on a solitary unit. By setting the bar at a minimum of two, you ensure that even if you fall short, you still attain one. In goal setting, the strategy is clear: ensure you don't come away empty-handed when striving for your objectives.

Actions To Take:

- Embrace the concept of setting goals with room for margin.
- Avoid fixating on a single goal; aim for a minimum of two to ensure success even if one falls short.
- Apply this approach to your goal-setting strategies in business and marketing.

Chapter 19: Defining Target Audiences for Marketing Campaigns

As we delve deeper into the realm of marketing, our primary focus shifts towards a threefold approach: target, offer, and copy. The starting point, "target," involves identifying the customers you aspire to reach. There are two pathways to discovering your ideal audience. First, scour your existing customer base. Identify the top-tier customers, the ones responsible for the lion's share of your business. Explore their common attributes and traits. These characteristics create a profile of your ideal customers. As an example, ponder the story of a friend in the insurance business. By applying the 80/20 rule, he uncovered that his ideal customers were real estate investors. It was an epiphany, as none of his marketing efforts were tailored to reach them. This knowledge enabled him to recalibrate his marketing strategy.

Extending beyond your existing customer base, it's essential to explore the broader market. Conduct a comprehensive market survey, sometimes referred to as market research or market statistics. This step is crucial, as it can unearth entirely new customer segments that might be a perfect fit for your offerings.

For instance, my insurance industry friend observed that a substantial number of medical businesses existed in his locality. Surprisingly, he had minimal representation among them as customers. This signaled an opportunity for more targeted marketing efforts to capture this segment of the market. Think of target audiences as a dartboard. Your internal market analysis should identify five to ten target audiences that align with your business. The more precisely you define these audiences, the more effective your marketing will be. In my friend's case, we didn't merely target medical businesses; we crafted specific campaigns for dentists and chiropractors, capitalizing on the unique attributes of each group. The key takeaway here is that the more specific your target audience, the easier it is to tailor your marketing efforts effectively.

From pinpointing your target audiences, we move to the next question: Where can you find these audiences in high concentration? In the digital age, you no longer need to scatter your message broadly; you can aim with pinpoint accuracy. Whether through GPS targeting or personalized digital billboards, your ability to focus your marketing efforts has never been more potent. In fact, you can create ads that follow potential customers throughout their online journey. The goal is to be precise and find them where they congregate in the highest numbers, ensuring your message reaches the right ears. Understanding and targeting your audience is a critical step in your marketing journey.

Actions To Take:

- Analyze your existing customer base to identify top-performing customers.
- Consider market research to discover new customer segments that align with your business.
- Create detailed profiles of your ideal target audiences.



Chapter 20: The Host Beneficiary Strategy for Massive Customer Acquisition

In this chapter, I'm about to reveal an astonishing strategy. It's a strategy that has yielded remarkable results over time, providing a gateway to vast customer acquisition. Allow me to introduce the Host Beneficiary Strategy. In essence, it revolves around collaborating with a non-competing entity that shares a similar or identical customer base. The strategy involves finding an individual or organization with a database similar to yours but not in direct competition with your business. Let me recount a fascinating tale from my past: an encounter with Barry Gordon, who managed marketing for a newspaper group. By leveraging this strategy, he introduced me to an impressive 288,000 business owners through his vast database. This endeavor not only showcased the power of the Host Beneficiary Strategy but also revolutionized my business's reach. It's a game-changer, and you can harness this method to multiply your customer base significantly.

Now, let me illustrate how this age-old strategy is still a force to be reckoned with in today's digital landscape. Take my wife's business, which specializes in organizing birthday parties for children in Las Vegas. There's a substantial presence of influential mothers in the area, who manage prominent mom groups, engage in social media activities, and hold leadership roles in school boards. These influential moms already have children and, logically, host birthday parties for them. It's a perfect match. Could my wife approach the top 50 influential moms and propose to host birthday parties for their kids? In return, she might ask for a social media shout-out and endorsements shared with their extensive networks. This contemporary example demonstrates the enduring power of the Host Beneficiary Strategy.

This strategy is not about acquiring customers one by one; it's about reaching a multitude simultaneously. The underlying principle is clear – build partnerships with entities that already possess established relationships with your target audience. The Host Beneficiary Strategy is, without a doubt, the most effective approach for substantial customer acquisition. It's about reaping the benefits of an already cultivated audience and accelerating your business's growth.

Actions To Take:

- Explore the Host Beneficiary Strategy for collaborating with non-competing entities to reach a wider customer base.
- Identify potential partners with similar customer bases but in different industries.
- Implement this strategy to multiply your customer base significantly.

Chapter 21: Creating Offers Targeted at Specific Audiences

Once the target is locked in, it's time to consider the offer. However, here's a fundamental principle: customers don't buy you; they purchase the outcome you provide. Therefore, as you sculpt your offer, it's imperative to focus on the end result that entices your target audience - aligned with their specific needs and desires. In today's digital age, simple downloadable assets have emerged as effective offers. Rather than resorting to discounts that can harm your business, consider providing vouchers or complimentary items. Your goal is to lure in quality customers rather than chasing the allure of bargains.

Lastly, when crafting your offers, it should answer also the question, "Why do they emotionally want to make this purchase?" Take, for instance, the varying needs and emotions of family-owned business owners versus startup entrepreneurs. The emotional triggers and desired outcomes are distinct. Therefore, your offer should reflect this understanding.

Actions To Take:

- Identify the specific needs and desires of your target audience.
- Craft offers that provide the desired outcomes for your audience.
- Consider providing downloadable assets or vouchers as effective offers.

Chapter 22: The Power of Persuasive Copy

Crafting compelling copy represents the third and final step in this triumvirate of targeted marketing. Although it holds importance, it's a distant third compared to the paramount roles of target and offer. However, your choice of language and the way you convey your message can either make or break your campaign. Direct communication often outperforms overly complex or massive-scale approaches. In essence, your copy should be a concise, direct, and compelling narrative, tailored to resonate with your specific audience. It should focus on the emotions that drive your potential customers to action. In the contemporary landscape, a straightforward, personalized approach can have a profound impact. As we move forward, you'll discover how these elements harmonize, allowing you to master the art of customer acquisition.

Actions To Take:

- Craft concise, direct, and compelling copy tailored to your specific audience.
- Focus on the emotional triggers that drive your audience to take action.

Chapter 23: Developing a Comprehensive Marketing Plan

In this chapter, we delve into the core of crafting an effective marketing strategy. Our ultimate goal is to cultivate long-term customer relationships, and to do this successfully, a meticulously designed plan is essential. Let's embark on this journey.

Analyzing the Market: The foundation of your marketing strategy rests upon a profound understanding of your market. Delve deep into the internal and external facets of your market. You must ascertain the number of customers you aim to acquire and the steps required to achieve this goal.

Target Audience Exploration: To successfully reach your audience, you must identify them first. There are several strategies to consider, notably the Five Ways Strategies. This encompasses focusing on leads, conversions, transactions, average sale, and margins. Choose five strategies for each category to craft your comprehensive marketing plan.

Testing and Measuring: Testing and measuring are the underpinnings of any successful marketing strategy. However, this extensive topic warrants dedicated study. For in-depth knowledge, consider our 30X Business program.

Planning on a Calendar: Contrary to section-based marketing plans, we advocate calendar-based strategies. We schedule all our marketing efforts on a calendar, allowing for strategic planning over time, including quarterly and monthly schedules. It's a systematic approach that ensures the consistent execution of our marketing plan.

Budgeting Backwards: Establish your budget by working in reverse. Determine the number of customers you wish to acquire weekly and calculate the cost per customer acquisition. Without allocating the necessary budget, achieving your customer acquisition goals can be an uphill battle.

Actions To Take:

- Deeply analyze your market, both internally and externally.
- Identify your target audience and consider the Five Ways Strategies for effective marketing.
- Implement a system for testing and measuring the effectiveness of your marketing efforts.
- Create a calendar-based marketing plan for strategic execution.
- Determine your budget by working backward from your customer acquisition goals.



Chapter 24: Promoting the New Book and Webinar

We're thrilled to introduce our latest book, *Raise Your Hand Marketing!* Currently available in the UK and soon to be launched in the US, this book is a valuable resource to deepen your understanding of customer acquisition. If you haven't had the chance to read it yet, please express your interest, and our team will provide you with a link.

30X Challenges: We offer three distinctive challenges designed to help you harness success principles, build wealth, and formulate comprehensive life, wealth, and business plans.

- 30X Life Challenge
- 30X Wealth Challenge
- 30X Business Challenge

If you're one of the dedicated few who have completed all three, you've accomplished an impressive 90-day journey. Congratulations!

University Programs: Explore our wide range of university programs that cater to different facets of personal and professional development, such as life purpose training, entrepreneurship, scalability, and real estate investment.

Actions To Take:

- If you're interested, request a link to our latest book, "*Raise Your Hand Marketing*," to deepen your understanding of customer acquisition.
Consider participating in our 30X Challenges to harness success principles, build wealth, and formulate comprehensive life, wealth, and business plans.
- Explore our university programs to enhance your personal and professional development in various areas.

Chapter 25: Question and Answer Session

Your questions are the cornerstone of our learning process. Allow me to address a few of your questions.

Question 1: How to manage marketing systems for retargeting when using paid ads. The agency you partner with handles this. Always consider agencies for services that require constant attention.

Question 2: Evaluating potential host beneficiaries involves assessing their compatibility with your organization's culture. A win-win relationship is vital for a successful host beneficiary strategy.

Question 3: When targeting moms for a party and holiday camp business, reach them before they decide to book. Offer them information and solutions to problems they might encounter during the party planning process.

Question 4: SEO plays a significant role in attracting customers online. However, the key lies in diversification. Explore other strategies to complement your SEO efforts.

Question 5: If budget constraints hinder scaling efforts, consider acquiring leads or raising capital. Both strategies offer unique opportunities for growth.

Question 6: While our core marketing philosophies remain consistent, the approach has evolved with technological advancements. Today, we focus more on inbound marketing strategies, aiming for prospects to find us, rather than the traditional outbound approaches.

Question 7: For healthcare services, it's crucial to be highly specific when targeting potential customers. By tailoring your keywords and content to address precise needs within healthcare, you can cut through the online crowd.

Actions To Take:

- Consider working with agencies to manage marketing systems, particularly for services like retargeting that require constant attention.
- When evaluating potential host beneficiaries, prioritize compatibility with your organization's culture and aim for win-win relationships.
- If your business targets moms for party and holiday camp services, engage them early in their decision-making process by providing information and solutions.
- Explore a diversified approach to online marketing, complementing SEO efforts with other strategies.
- Address budget constraints by considering lead acquisition or raising capital to support your scaling efforts.
- Embrace inbound marketing strategies, focusing on prospects finding your business, especially in the evolving digital landscape.
- Tailor your keywords and content precisely to meet the needs of your target audience in healthcare services.

Chapter 26: Question and Answer Session

I'm delighted to have shared this knowledge with you, and it's time to say farewell. My schedule awaits further content creation, but rest assured, we'll meet again on Facebook Live. Until then, stay inspired and make the most of the strategies we've discussed. Your journey toward customer acquisition success has just begun. Farewell, and take care!

Contact ActionCOACH:

To find out more, get access to an ActionCOACH coach, or to access the programs within this e-book go to: actioncoach.com