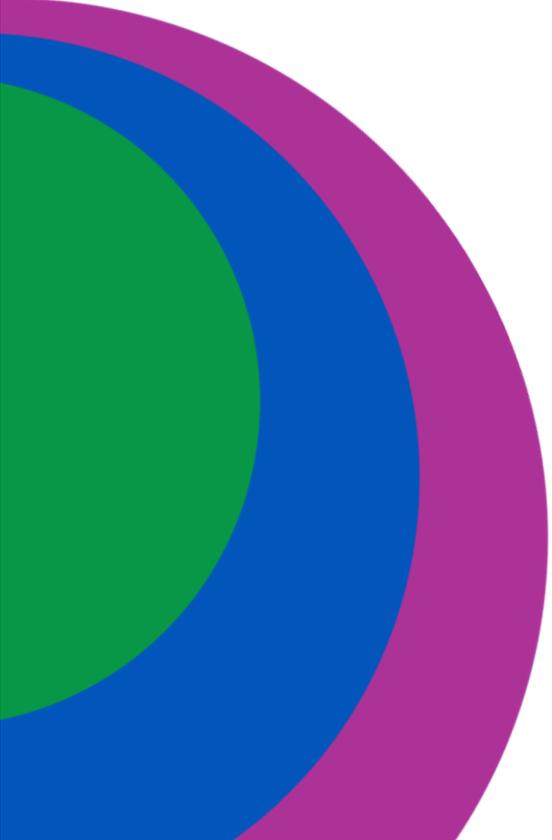


Real School

with

Dr. Paige



Week 3

Get Real Advice
for Real Results!

The Right Marketing Plan for Your Business

Real School with Dr. Paige

Week Three

Marketing to Your Dream Customer

Based on your previous research, name the five places you would go to find your dream customer.

- 1.
- 2.
- 3.
- 4.
- 5.

In regards to how you can meet your dream clients needs what common themes emerged in your research? List as many as possible.

The Right Marketing Plan for Your Business

Please write down the 3 greatest needs your dream client has regarding your business:

- 1.
- 2.
- 3.

Congratulations! You're harvesting marketing data like a pro. Your next assignment is to create urgency around those needs so your dream client can begin singing your praises. Next you will design a specific marketing plan around what needs to be said, seen & felt? 😊 Let's go!

What 3 phrases or words will bring comfort/satisfaction for your dream client to act? (Ex. Busy mom needs to avoid children falling ill... Easy healthy recipes kids love and moms enjoy too, Quick nutritional fixes to help your babies combat cold & flu season) Okay, your turn!

- 1.
- 2.
- 3.

The Right Marketing Plan for Your Business



What 3-5 visuals can influence your dream client to act? (Ex. Busy mom needs to avoid children falling ill...images of smiling mom in kitchen, children romping about a playground, etc) Okay, your turn!

1-

2-

3-

4-

5-

What 3 emotions need to be addressed for your dream client to act? (Ex. Busy mom needs to avoid children falling ill... This can be done via words or visual or together. Picture of mom standing in playground watching children swing; all with a contented smiles. Text reads. "Healthy happy children are peace of mind.") Okay, now for your business!

1.

2.

3.

The Right Marketing Plan for Your Business

Real School with Dr. Paige

Week Three



As you are developing or tweaking your marketing campaign, keep in mind the factors you are bringing together. Are your colors the right choice for your business? Images? Font? Copy? What needs to be done to improve your messaging to your dream customer?

*Again, keep in mind, this is a yearly review. So you can start simple and upgrade. The point is to raise up a professional congruent message.