

A top-down view of various lifestyle items. In the top left, two white eggs are in a basket, one with the letter 'T' and the other with 'E'. Next to them is a pink EOS lip balm. To the right is a bottle of 'ENDLESS WEEKEND' triple moisture body cream. In the center is a clear perfume bottle. Below these are several sheets of stationery: a striped envelope, a pen, and a card with the word 'GIFT' and decorative flourishes. The background is a soft, warm-toned gradient.

MARKETING FOUNDATIONS *workbook*

master your
marketing

CREATING A SUCCESSFUL MARKETING STRATEGY

Who is my target client? *(Note down what their biggest pain points are, what niche they're in, and what they need help with).*

How do my services solve their biggest problems and pain points?

MASTER YOUR *marketing*

What platforms do my target clients hang out on? (*Think about social media channels, offline places, forums etc).*

MY 3-TACTIC MARKETING STRATEGY

The THREE main places my target client hangs out:

My weekly schedule:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

MY ONE-MONTH ANALYSIS

Which method gleaned the most leads?

What was the in-put to out-put ratio on each of them?

Which method did I enjoy the most?