



**CLOSE
THE GAP**

DAY 3 WORKBOOK

DAY 3

Playing the Game

Proclamation of Success

Hey, my friend! Welcome back. Today, we're going to kick things off with something a bit different—a proclamation of success. Now, you might be wondering, what does a proclamation of success have to do with a marketing plan? Well, honestly, it has everything to do with it.

Imagine you're married or have a business partner. One of the most important aspects of any business or marketing plan is having a unified vision. You need to call your shot together and be truly committed to it. Desiring success is not the same as being committed to it.

I want you to write something like this: "I, [Your Name], commit to following this in-depth marketing plan over the next twelve months to increase our company's effectiveness, profitability, and continued success. I acknowledge that having marketing stamina is the key that unlocks the business of my dreams. I recognize that challenges and roadblocks will arise, but they won't stop me from implementing my war plan. Nothing will prevent me from moving forward because my business goals are worth it. My future legacy lies just on the other side of this war plan implementation."

If you have a partner, make sure they're on board with this. You can build the best plan in the world, but if it's not committed to and implemented, it's worthless. If you're married and need to spend more than your partner is comfortable with, talk about it. Make sure you're both on the same page. This unified vision is your superpower.

SWOT Analysis

Next, let's dive into a SWOT analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. This old-school corporate framework is invaluable for any marketing war plan.

Strengths

Remind yourself what you're really good at. What does your company stand for? Most small businesses don't have core values or a mission statement. Why not create one now? It's the perfect opportunity to inspire yourself and clarify the purpose behind all this hard work.

Weaknesses

Be honest. List them out. Maybe you need a bigger team, more systems, or more automation. Identify these weaknesses so you can address them head-on.

Opportunities

Don't overlook the big opportunities right in front of you. Maybe there's a large commercial account you could secure or a company willing to refer work to you. Sometimes the most significant opportunities are the simplest ones we procrastinate on.

Threats

What could derail your plan? Are you overly reliant on a single employee? Is there a lack of capital? Are you and your business partner not aligned? Identify these threats so you can mitigate them.

By conducting a SWOT analysis, you gain clarity and can strategically plan your marketing war plan.

Complete Analysis

Now, let's talk about competitive analysis. This might be a touchy subject because there are two schools of thought: one says to ignore your competition, the other says to obsess over them. The truth lies somewhere in the middle.

You don't need to obsess, but understanding the competitive landscape is wise. Think of it like going to battle; you need to know who you're up against. When I do a done-for-you marketing war plan, we secret shop competitors. We call them, record the calls, and gather valuable intelligence. It's like being a detective.

Here's what to do:

1. **List Top Competitors:** Identify the top four competitors in your market offering similar services.
2. **Secret Shop:** Call them and pay attention to the details. How many rings before they answer? Do they put you on hold? How long do they spend on the phone? Is there enthusiasm in their voice?
3. **Google Search:** Search for your service in your town. Who has the biggest footprint? Who shows up in the Google local pack?
4. **Identify Gaps:** Where are they beating you? Is it speed, customer service, pricing? Knowing this helps you understand where you can improve.

Doing this analysis will give you confidence and reveal areas where you can improve. It's not about obsessing over competitors but being wise and informed.

Customer Avatar

Let's move on to understanding your customer avatar. This is one of those buzzwords that might make you think, "I get it." But hold on, let's go deeper.

When marketing, you need to know exactly who you're talking to. Imagine you're going live on Facebook. People get nervous because they worry about what others will think. Here's a mental framework hack:

1. **Talk to One Person:** Pretend you're speaking to one person you deeply care about.
2. **Desperately Need to Hear:** They desperately need to hear what you have to say.
3. **Guaranteed Action:** They're guaranteed to take action and change their life after hearing you.

This framework changes your energy, emotion, and conviction.

For marketing, think of your customer avatar in the same way. Know who you're talking to:

- **Demographics:** Age, income, family status, home ownership, neighborhood.
- **Psychographics:** What are their fears, hopes, and dreams?

For example, think about your best customers. What do they have in common? Are they young moms or grandparents? Do they live in a specific type of neighborhood? Name your avatar and get to know them intimately.

Spend time creating a detailed profile. This helps you craft precise marketing messages that resonate deeply with your ideal customer.

Visual Mapping

Finally, let's talk about visual mapping. Imagine going fishing with the wrong bait. Different fish like different bait. The same goes for marketing. You need to know where your customers are.

Geocoding: Take your customer list and geocode it. This means uploading a list of addresses and turning it into a map with pins showing where your customers are. There are various software options for this, like SendJim, which can automatically geocode your customer list.

Benefits:

1. **Targeted Marketing:** Know where to focus your marketing efforts.
2. **Route Density:** Increase efficiency by servicing homes close to each other.
3. **Social Proof:** Dominating a neighborhood creates a snowball effect of social proof.

By visually mapping your customer base, you ensure you're fishing in the right ponds. Focus your marketing efforts on areas where you already have traction. This makes your marketing more efficient and profitable.

Reflection Questions

1. Have you proclaimed your commitment to your marketing war plan?
2. What insights did you gain from your SWOT analysis?
3. How can competitive analysis help you improve your business?
4. Who is your customer avatar? Have you created a detailed profile?
5. How will geocoding your customer list change your marketing strategy?

By understanding and applying these concepts, you'll be well on your way to building a robust and effective marketing war plan. Remember, the goal is not just to make money but to create a sustainable and thriving business. Use these exercises and reflections to refine your strategies and enhance your business success.