



From “Stuck” to “Soaring”

Go from “Messy” to “IDEAL” In Your Marketing

Sales & Marketing - Stage 1

- I have identified my IDEAL Client
- I have a Connection Statement®
- I have a website / page / group
- I have a way of communicating with clients regularly

Sales & Marketing - Stage 2

- I have a one-page marketing plan
- I have a functioning lead magnet
- I have run my first marketing “campaign”
- I have social proof that I use in marketing
- I create targeted content, consistently

Sales & Marketing - Stage 3

- I have a 12-month promotional calendar
- I run multiple “campaigns” each year, sometimes simultaneously
- I am paying for advertising and promotion
- I have a marketing assistant

Sales & Marketing - Stage 4

- I am running campaigns with OWNED, EARNED and PAID traffic
- I have collaboration partners
- I have a reliable referral system
- I have a marketing funnel that works without me

Sales & Marketing - Stage 5

- I have a Marketing Manager and team
- We have a suite of products and services that we are successfully marketing simultaneously
- I have high level strategic partnerships