



Day 1: All About Your Customers

Introduction:

- Goals for the workshop series and today's agenda
- Outcomes from last year's Bricks & Clicks workshop

(Not-so) Dreadful Definitions – moving from jargon to action!

- Customer Persona/Target Market = Stuff about your customer
- Product/Service Description/Stories/Content = Stuff about you & your business
- Sales Funnel/Inbound/Customer Journey = How customers get to you & their experience
- Leads/Conversions/Remarketing = Potential customers/Buyers/Return Buyers
- Value Proposition = What makes your business different/better?
- Positioning Statement = What need are you filling?

Marketing Made Easy – The Preliminaries:

- Start Where You Are - Finding the marketing sweet spot is easier than you think!
- Self-assessment – Start where you are, know what you have.
- GROUP EXERCISE – Choosing methods that make sense.
- Knowing who you are + using what you have + doing what you can do = marketing success.

All About Your Customers:

- GROUP EXERCISE – Who are your customers – for real?
- Resources for refining customer profiles.

John Schallert Workshop Concepts

- Refresher and share-out from last year's John Schallert workshop
- Focus on your best 10%
- Revisiting value proposition and positioning statement

Questions & Next Session Info