



# Marketing 101 *A Love Story* **Worksheet**

## Chapter 1

### TARGET MARKET – WHO TO WOO?

Write down everything you know about your target market or IDEAL market:

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**Here are some factors to take into consideration:**

- Age
- Gender
- Marital status
- Education level
- Household income
- Geographic location
- Occupation
- Ethnicity
- Media consumption
- Seasonal

**Psychographics:**

- Lifestyle: conservative, adventuresome, trendy, penny-pincher
- Opinion: easily led or opinionated
- Activities / hobbies / interests: sports, shopping tendencies, books, travel
- Attitudes and beliefs: religion, social causes, political leanings

**Business-to-business considerations:**

- Industry
- Profit or non-profit
- Number of employees
- Sales volume
- Location
- Company stability
- Are they do-gooders? Is that important to you? Social causes / charitable arm
- Purchasing patterns: seasonally, locally, only in volume

Now, write a concise and *specific* description of your target market, and remember:

***Be specific!***

Instead of a target like “women in upscale households,” go for the details:  
*Female professional Baby Boomers who ride Harleys all year round*

Instead of “mid-size companies in the northeast,” get specific:  
*Socially conscious companies with annual revenue of \$15+ million and at least 10 employees, in business at least five years, located on the eastern seaboard*

*My target market is:*

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## Chapter 3

### OVERCOMING OBJECTIONS – REMOVE THE OBSTACLES TO LOVE

- List any potential objections your prospects may have about buying your product or service, for example:
  - I can't afford it
  - Overpriced
  - Stereotype ("lawyers are sharks"; "car salesmen are rip-off artists"; "interior decorators are for the elite"; "country clubs are snooty")
  - I can do it myself
  - I don't trust "those products," "those services," "those people"
  - I don't deserve it
  - I can't spend money on myself
  - We're in a recession; I need to be cautious
- Write a rebuttal for each objection

**OBJECTION:** \_\_\_\_\_

**REBUTTAL:** \_\_\_\_\_

**OBJECTION:** \_\_\_\_\_

**REBUTTAL:** \_\_\_\_\_

**OBJECTION:** \_\_\_\_\_

**REBUTTAL:** \_\_\_\_\_

**OBJECTION:** \_\_\_\_\_

**REBUTTAL:** \_\_\_\_\_

Address these objections in your marketing materials to remove any obstacles to making the sale.

*For example:*

**Objection:** That thingamajig is too expensive.

**Rebuttal:** Our easy recession-buster plan allows you to pay in manageable installments over the course of six months.

## Chapter 4

### BRANDING – STRUT YOUR STUFF

What is your “Purple Lady trait, e.g., your unique selling proposition (USP)?

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***For inspiration, consider the questions below:***

What are the top three benefits of your product / service?

1. 

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2. 

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3. 

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How would you describe your company’s image / personality? *For example:*

Artsy  
Down to earth  
Forward thinking  
Funny  
Green / eco-conscious

Hip  
Industry leader  
Innovative  
Nurturing  
Quirky

Sophisticated  
Surprising  
Traditional  
Trendy  
Trustworthy

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What qualities do you want to be known for?

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How do you differentiate yourself from your competitors?

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What is your corporate mission / philosophy?

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**HOW'S YOUR IMAGE?**

Your image—and specifically your *business image*—is part of your marketing strategy and must not be overlooked. What comprises your image? For starters:

- *Your office* – Is it clean, organized, comfortable, and welcoming? Are restrooms shipshape? Is the lighting too dim or too harsh?
- *Your phone-side manner* – Do you and your staff have a pleasant phone demeanor? Do you sound rushed or impatient when you answer? Do you clearly state the name of your company?
- *Dress code* – Do you encourage a particular dress or uniform code?
- *In-office behavior* – Is your staff cracking gum or blowing bubbles? Are they gossiping where others can hear? Are they courteous—even when clients push their buttons?
- *Music or TV* – Is it tuned to a channel appropriate for all ages? Is the volume too loud?

What image do you want to project? \_\_\_\_\_

Are you doing everything you can to project that image? \_\_\_\_\_

Note any image improvements you could make:

Your office: \_\_\_\_\_

Your phone demeanor: \_\_\_\_\_

Your dress code: \_\_\_\_\_

In-office behavior: \_\_\_\_\_

Other Areas: \_\_\_\_\_

## Chapter 5

### GET THE WORD OUT – WHERE TO WOO

Where are the best places to reach your target market? List all the key ways you can connect.

*For ideas, take a look at the list below.*

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#### **Advertising**

- Print, radio, TV, billboards, and cinema

#### **Community Involvement**

- Take stock of your community-outreach efforts and decide if any changes are needed
- If you're not involved in the community, consider serving on boards of trustees, volunteering for local organizations, participating in walkathons, or helping in other ways

#### **Direct Mail**

- Develop a direct-mail campaign to your target audience

#### **Information Products**

- Become a reputable local or industry resource by writing information products that you can sell or give away on your site and at tradeshow, seminars, networking events, etc.

#### **Marketing Materials**

- Create or overhaul your corporate brochure and/or sales kit

#### **Marketing Strategy**

- Develop a marketing plan
- Create a marketing calendar, so you know what programs to implement month by month

#### **Networking**

- What (if any) networking organizations do you belong to? Are they reliable sources for business and referrals? If not, research others that may be more fruitful
- Get involved in your networking organizations; taking on leadership roles puts you in the spotlight, shows you take initiative, and gives more people the opportunity to know you and your skills

**Online**

- Buy Google (or other search engine) adwords
- Get listed on industry online directories
- Search-engine optimize your Web site
- Produce a weekly/monthly e-zine filled with helpful tips and resources

**Publicity**

- Send press releases for newsworthy events (product or service launches; new employees; promotions; new office/branch; special events, like fundraisers or sponsorships; etc.)

**Seminars**

- Host seminars or workshops to share your expertise and gain valuable exposure and publicity

**Social Media**

- Start a blog, and commit to regular postings
- Post your company info on sites like Facebook, LinkedIn, Twitter, etc. and update frequently
- Shoot educational, informative, how-to, or other relevant videos and post on sites like YouTube

**Sponsorships**

- Show your community loyalty and altruistic spirit by sponsoring cultural events, kids' sports teams, charity fundraisers, etc.

**Strategic Partnerships**

- Reach out to businesspeople who complement your business; share referrals, do cross-mailings to each other's clients, host joint seminars, etc.

**Tradeshows**

- Exhibit (or simply attend) tradeshows that make sense for your business; while there, collect business cards, and be sure to follow up with viable prospects

**Web Site**

- If you don't have a Web site, get one!
- If you have a site, does it need updating or refreshing?
- Consider rewriting your content to be SEO (search-engine optimized) for better search-engine rankings

**Write**

- Position yourself as the expert by penning articles and editorials for your local paper, trade publication, etc.
- For consistent exposure, see if you can author a weekly or monthly column on topics in your area of expertise
- Post your articles online on sites like EzineArticles.com





## ABOUT LISA McCOMSEY

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### *Writer, Editor, & Marketing Consultant*

Lisa is an award-winning copywriter and creative communicator with outstanding research, editing, and proofreading skills. Highly versatile, she writes in a variety of styles for diverse media, audiences, and subject matter. Her varied portfolio includes special-advertising sections, Web content, media kits, brochures, direct-mail campaigns, e-blasts, sales tools, and other marketing collateral.

She has worked on staff and as a freelance consultant for a wide range of companies, including cosmetic giant Cosmair, Inc., and publications like *Vogue*, *People*, *Life*, *The New York Times*, *Real Simple*, *Vanity Fair*, *GQ*, *In Style*, *House & Garden*, *Redbook*, *Every Day with Rachael Ray*, *Allure*, *Brides*, *Modern Bride*, *Bon Appétit*, *Condé Nast Traveler*, and the Home & Garden Group at Reader's Digest Association, as well as American Express Custom Publishing and Time Inc. Corporate and Human Resources.

From 2002 to 2009, Lisa was the co-owner of a marketing company that served the small-business sector. There, she oversaw the firm's writing, editing, and research divisions and helped both established and launching companies boost exposure with a full array of marketing services, including: branding, marketing plans, copywriting, graphic design, search-engine optimization, and social media. In July 2009, she co-authored the critically acclaimed *Get Ready! Start Marketing Your Small Business Like a Pro in 15 easy, do-it-yourself steps*.

Her new solo venture as a writer and marketing consultant is hot off the press: She launched the business in February 2010 and is excited to bring her passion and expertise to the small-business community.

Lisa is president of the Ocean County Business Association and is an award-winning Toastmasters speaker, who riffs on a variety of topics. In addition to marketing, some of her favorite speech subjects are running (she has completed 20 marathons), bridge jumping, eating vegan, and embracing the messy desk.

Visit her Web site, **LisaMcComsey.com** to learn more and view her portfolio.

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Lisa McComsey ■ PO Box 798, Island Heights, NJ, 08732 ■ 848.333.6100 ■ Lisa@LisaMcComsey.com

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