

# Marketing Strategy *Workbook*



The key steps to help you understand your ideal customer and how to attract them.





# Your Ideal Customer

## Basic Demographics

Age

Gender

Location

## Other Key Facts

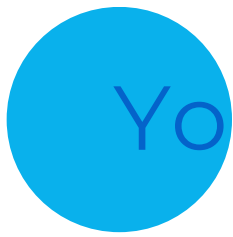
Their wants and aspirations

How does this makes them feel?

Their fears, frustrations, pains, and urgencies

(What are their biggest problems and how can you help them?)

Your ideal customer is.....



# Your Customer Journey

This is the process your potential customers typically go through before they finally become a paying customer.

Steps in their Journey	What your customers seek	"Triggers" to push them to the next step in their journey
<b>Aware</b> (Customer becomes aware of their needs)		
<b>Search</b> (Customer searches for potential solutions)		
<b>Evaluate</b> (Customer evaluates the different options)		
<b>Decide</b> (Customer decides on a solution)		
<b>True Fan</b> (Customer becomes an active user of the product/service)		

# Your Brand Strategy

What are the main purposes of your brand'?

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What are your brand's goals? (1 year / 5 Year/ 10 Year)

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What are your brand's values?

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# Your Brand Vision & Mission

Vision Statement

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Steps to achieve your vision

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Mission Statement

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Your next steps are to....

If completing this workbook has whet your appetite for making marketing a strategic part of your business, let's have a chat.

**“** *When all aspects of marketing were out of my comfort zone Emma took the time to guide me through the process from idea gathering to execution and was a consummate professional every step of the way. If marketing is not your 'thing' and you need realistic, open and honest help from someone who truly wants your experience to be both positive and a time of self-development than I could not recommend Emma highly enough.* **”**

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