

BIG SHOES

Make Your Mark.



THE ROAD MAP TO START YOUR MARKETING JOURNEY

BY DALE POWER | BIGSHOESMARKETING.COM

DEFINE YOUR TARGET MARKET

- Make a list of all the clients that you loved working with. If you are just starting your business, make a list of your favorite friends.
- Beside each name, list the characteristics that make them great to you.
- Next, go through the list again and list their best skills, revenue level, and what they appreciate about you. Are they early, middle or mature businesses?
- Look at their LinkedIn profiles. What recommendations and value do others see in them? Which associations to which they belong to?
- Now find the common attributes from the list.

This list of attributes, revenue level, kind of business, and maturity level will help you to define your target market.

START WITH A **SIMPLE** MARKETING PLAN

Starting is the hardest part. There are so many options and marketing is moving at what seems like the speed of light. It's confusing and frustrating.

Here are the steps to end your confusion:

- Stop reacting every time you hear another business owner talking about their success with a specific software or strategy. Put the brakes on and get ready to create your first simple plan.
- Take 10 - 20 minutes and write down all the things you need to feel successful. Be specific. Next put the list in order. It will probably be fairly general.
- Make a list of what your marketing assets are at this moment: website, active social media, SEO, Google ads, nothing, etc.,.
- List the things that your clients have said that have said they appreciate about you.

The information from this exercise should help you understand where to start. If it is still not clear to you, or you have more questions, schedule a free 30-minute consultation to help you reveal the possible strategies that will increase your profits through marketing activity.

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