# The 30 MINUTE Marketing Plan

CHECKLIST

## How to Build a Steady Flow of Leads and Clients in Just 30 Minutes a Day

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# HOW TO BUILD A STEADY FLOW OF LEADS AND CLIENTS IN JUST 30 MINUTES A DAY

Let's cut straight to the chase...

The number one problem most consultants and coaches face is not having enough clients.

Or not enough of the right clients. Ones they love working for who pay premium fees.

Being able to build a steady flow of those ideal clients is the most important task you have.

But doing it successfully when you have limited time and major client commitments can often feel like an impossible task. Not to mention all the other things that draw on your time as a business owner.

**That's why I created the 30 Minute Marketing Plan.**

Unlike most marketing programs, it's specifically designed for busy professionals who have to work with clients as well as win them. And it's designed for people who aren't extrovert salespeople or technical whizz-kids by nature.

Of course, if you *can* spend more than 30 minutes a day on marketing you can get even better results. But what the 30 minute marketing plan shows you is how you can get the clients you need without spending every waking hour on marketing.

I've broken the checklist down into the three main steps you need to take to create a marketing system to deliver your 30 minute marketing plan.

Use the checklist to identify where you're strong and where you need more work. The follow up emails and training that accompany this checklist will guide you in the right direction.

And to get more resources and my personal support, join the free 30 Minute Marketing Plan community on Facebook here: https://www.facebook.com/groups/30minutemarketingplan/

Let's get started!

- Ian Brodie

# 3 STEPS TO A STEADY FLOW OF LEADS AND CLIENTS

If you want to get big results from your marketing without it taking every waking hour then you need to take three critical steps:


In today's crowded marketplace you need focus to stand out to your ideal client. You need to simplify so you're not wasting time on marketing that doesn't bring you clients. And you need to leverage assets and systems to get the most from every minute you spend on marketing.

We're going to look at each of these three steps in turn.

For each of the checklist items, rate yourself on a scale of 1-5 based on how well you're doing in each area:

1 - I don't have this in place at all.

2 - I am missing major parts of this.

3 - I have most of this in place, but am not executing all of it consistently well.

4 - I have everything in place with some areas for improvement.

5 - I have mastered this area and everything is working well.

# THE CHECKLIST

Complete the checklist below. Don't forget to read the notes in the pages after the checklist. They explain more about each item and what you need to do to make significant improvements that will lead to more clients.

FOCUS

- [ ] SOLVE ONE MISSION-CRITICAL PROBLEM FOR ONE SPECIFIC CLIENT
- [ ] CREATE AN OFFER THAT WILL MOTIVATE YOUR IDEAL CLIENT TO BUY

SIMPLIFY

- [ ] BUILD A WATERTIGHT "ENQUIRY FUNNEL" TO TURN PROSPECTS INTO CLIENTS
- [ ] BUILD A "NURTURE FUNNEL" THAT CREATES A FLOW OF QUALIFIED PROSPECTS
- [ ] BUILD A "POST-PURCHASE FUNNEL" THAT TAPS INTO YOUR BEST SOURCE OF NEW BUSINESS: YOUR CURRENT AND EX-CLIENTS

LEVERAGE

- [ ] CREATE RE-USABLE MARKETING ASSETS
- [ ] HARNESS SYSTEMS FOR REPETITIVE TASKS

## 1 FOCUS

Concentrate your marketing on your very highest potential clients

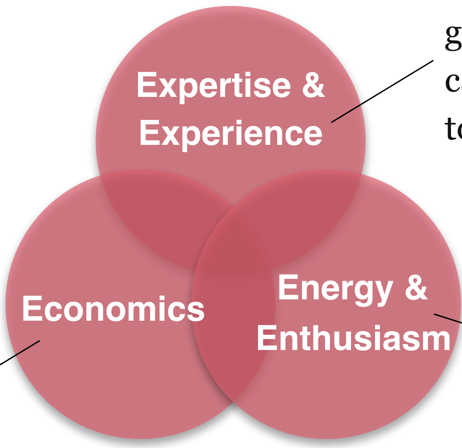
## SOLVE ONE MISSION-CRITICAL PROBLEM FOR ONE SPECIFIC CLIENT

The more different different types of problem you say you solve and the more different types of client you work with, the more different types of marketing you'll need, and the more watered down and generic it will sound.

By focusing on one specific problem for one specific client your marketing will stand out, and you'll need less time to do it.

This level of focus will also let you build deep understanding of your clients and their problems so all your marketing will resonate with them much more.

Your choice of client and problem must meet three criteria:




Must be an area you have genuine expertise in and can add significant value to clients

Must be enough reachable potential clients who see this as a vital area and would be willing to pay premium fees for external help

Must be an area you enjoy working in and could see yourself focusing on for years to come

Of course, once you've landed that client and done a brilliant job for them you can talk to them about the other areas you can help them with too. But don't try to promote more than one area initially.

## ☐ CREATE AN OFFER THAT WILL MOTIVATE YOUR IDEAL CLIENT TO BUY

Once you know which clients and key problems you're going to focus on, you need to articulate that in a way that captures the interest and imagination of those ideal clients.

Your Offer (or Value Proposition or USP) is what you tell your clients they'll get by working with you. The clearer and more compelling that offer, the less marketing and selling you'll have to do downstream.  In essence, your offer is your promise to solve your client's problem or help them achieve their goal. But how you articulate that promise makes all the difference.

In particular, it all depends on what similar offers you client has already been exposed to. There are three primary types of offer:


A **Simple Offer** is most suitable when you're one of the first few to offer to solve this problem for your specific clients. For example, if you do marketing for dentists and no one else is offering to help your folks get more clients, then "more clients for dentists" is a decent offer.

An **Enhanced Offer** is needed in most markets where the simple offer is commonplace and potential clients are beginning to ignore it. An Enhanced Offer adds something desirable to the simple offer or removes something unattractive - usually based on common objections you've heard. For example "more clients without being pushy or salesy" or "more clients in just 30 minutes a day".

Finally, when your clients have been exposed to Simple and Enhanced offers, a **Big Idea Offer** is one way to go.  A Big Idea Offer wraps your promise in an intriguing concept. For example, "The 4 Hour Work Week" is an intriguing way of describing outsourcing. "The 7 Habits of Highly Effective People" is an intriguing way of describing self-leadership, and time management concepts. "The E-Myth" is common sense advice for entrepreneurs framed around busting common myths about how to succeed in a small business. Harnessing a metaphor, the promise of secrets, the power of technological or other changes or simply phrasing your offer in an unusual or creative way can significantly change the way your clients perceive it.


# THE ONLY 3 “FUNNELS” YOU NEED TO BUILD A STEADY FLOW OF LEADS AND CLIENTS

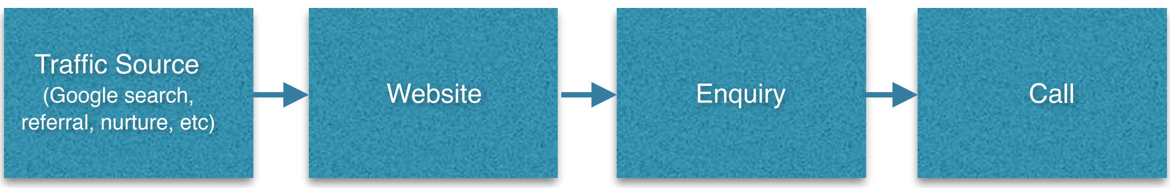
A “marketing funnel” is simply the path that your potential clients take on their route to becoming paying clients.

And the good news is that there are really only 3 key funnels that consulting and coaching businesses need in place to deliver a steady flow of leads and clients.

Take a look at the checklist below and identify whether you have each of the funnels in place and more importantly, whether you have all the elements that make each funnel effective at attracting and winning clients.

## ☐ BUILD A WATERTIGHT “ENQUIRY FUNNEL” TO TURN PROSPECTS INTO CLIENTS

Most people won't be ready to buy at any given time. But if they <u>are</u> ready, you want to make sure you have every chance to win them as clients.




Here’s what your enquiry funnel needs to make it effective:

a. It must be immediately obvious to potential clients that you do what they need and you can deliver the results they're looking for.

b. Is has to be really easy for them to find more details on what they'll get from you, who else you’ve worked with and what they say about you.

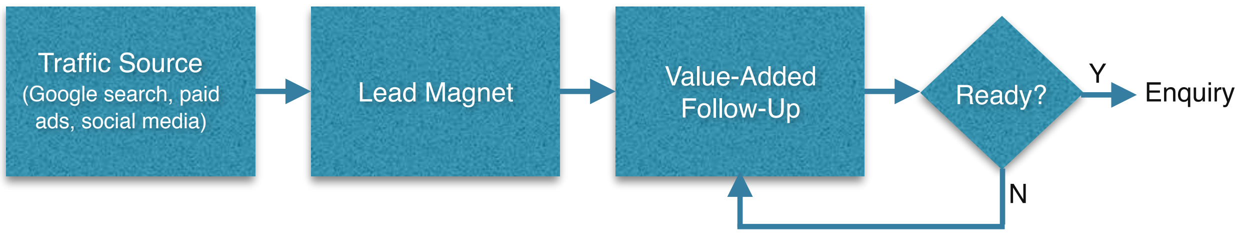
c. It must be super easy to find your contact details or connect with you from your site. And it must be clear what they can expect when they contact you.

d. After contacting you, your system needs to send them follow-up information to pre-position them for a call with you so your authority and expertise is pre-established before you speak to them.

Being contacted by someone ready or almost ready to buy doesn't happen all that often. Don't squander the opportunity!

## ☐ BUILD A "NURTURE FUNNEL" THAT CREATES A FLOW OF QUALIFIED PROSPECTS

The best way to build a steady flow of qualified prospects for the long term is to connect with them early before they're ready to buy, then to nurture your relationship so that you're the person they turn to when the time is right.




Here's what your nurture funnel needs:

a. A reliable source of (the right sort of) traffic. This will depend on where your potential clients are active (e.g. LinkedIn vs Facebook vs Search) and whether you want to focus on using your time to create content or use paid advertising.

b. Something of value to offer potential clients to get them to connect with you (a "lead magnet").

c. Regular, value-added follow-up that builds credibility and trust and gets them ready to buy.

d. Triggers in your follow-up to prompt personal interaction that can lead to discussions about working together.

The key to getting prospects in to your nurture funnel is your lead magnet. An in-demand lead magnet will pull in subscribers no matter what traffic source you use.

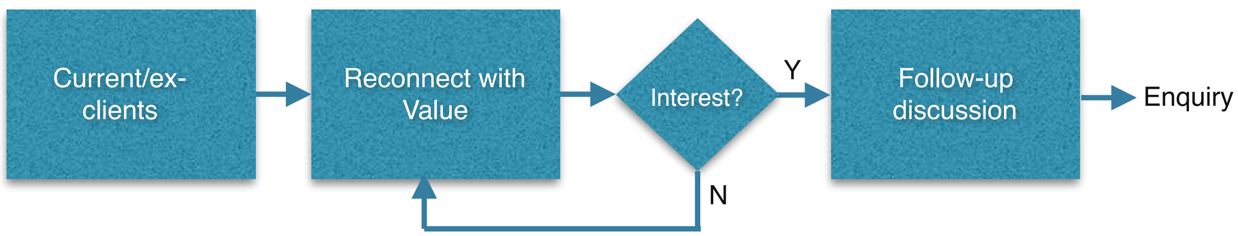
An effective lead magnet needs four characteristics:

### The Four Characteristics of an Effective Lead Magnet

- Must be perceived as high value by your ideal clients to motivate them to sign up
- Must be easy to consume and get value from fast - so they're motivated to take the next step
- Must give new ideas and insights to build your authority and differentiate you from your competitors
- Must lead naturally to further value-added follow-up and to generate demand for your paid services

## BUILD A "POST-PURCHASE FUNNEL" THAT TAPS INTO YOUR BEST SOURCE OF NEW BUSINESS: YOUR CURRENT AND EX-CLIENTS

If you've been running your own business for any length of time you'll know that your best source of new business can be your existing and ex-clients. But the key is to make sure you're focusing on creating those opportunities systematically rather than hoping your clients will remember you and get back in touch.




Here's what you need to make your post-purchase funnel pay:

a. A simple system for keeping track of your current and ex clients and your interactions with them.

b. A series of topics you can discuss with them that will be valuable for them, but which also lead to opportunities to work together. See my "21 word email" for an example of how to get back in touch using content like this.

c. The discipline to do this on a regular basis!

## 3 | LEVERAGE

Build assets and systems to free you up to work where you have the most personal impact

# ☐ CREATE RE-USABLE MARKETING ASSETS

This checklist is an example of a re-usable marketing asset: a lead magnet. I created it once, but once created it can add value to thousands of potential clients.

Look for other opportunities to apply re-useable assets across all of your core funnels, for example:

- A pre-recorded video that gets sent out to everyone who schedules a call with you to prepare them for the call while further building your credibility which allows you to focus your personal time on calls on the areas that are unique to each potential client rather than having to cover the same ground every time.
- A pre-written series of follow-up emails you send in sequence to everyone who signs up for your lead magnet so they get the very best of your ideas without you needing to craft new emails all the time.
- A "pack" of personal follow-up items - articles or books to post, events to invite to, questions to ask - that can be used again and again with each new potential client you meet.
- A proposal template with the relevant sections and boilerplate in place so you don't have to scrabble around when you have a short deadline for submission.
- Templated email responses for questions you often get asked or frequent requests for information.

In each case, you're investing time once, up-front, to save time again and again downstream. And to deliver a better experience to your potential clients.

## HARNESS SYSTEMS FOR REPETITIVE TASKS

The more "set and forget" systems you have in place in your business, the less time you waste trying to do everything manually.

As with creating marketing assets, you invest time initially to set the systems up, but once set up they mean you can achieve a lot of marketing every week with minimal effort.

The core systems I've found to be the most useful timesavers for a consulting or coaching business are:

- Your website - with a lead capture system for offering your lead magnet and signing up people for your follow-up email marketing. Personally I use Wordpress along with Thrive Architect and Thrive Leads.
- An email marketing system that allows you to create tailored follow-up campaigns. I use Active Campaign but Drip is a great choice too.
- A calendar booking tool like Calendly to allow potential clients to schedule time with you without the usual email to and fro.
- A tool to hold video or audio calls with potential clients like Skype or Zoom.
- If you work with large organisations, a simple CRM system like One Page CRM or Pipedrive (although when you're starting out frankly a spreadsheet will do).
- If you use social media posts to drive traffic to your website, a content scheduling tool like Hootsuite or Buffer (personally I use Missinglettr which also creates posts for you based on your own blog posts).

There are some people who are reluctant to use automation tools, worrying that their interactions with potential clients will lose the "personal touch".

But the truth is that the alternative to using systems and automation isn't that we somehow personally nurture all our relationships, it's that we end up doing practically no nurturing at all. We simply don't have the time.

It's a similar picture with social media. While it would be nice to imagine we could post everything live and in person, it's only by using tools that we can actually get things done.

Don't go mad and start trying to automate everything from day 1. The absolute core are your website and email marketing. Add the others in over time.

# HOW TO BUILD <u>YOUR</u> 30 MINUTE MARKETING PLAN

You've probably spotted by now that in order to get a steady flow of leads and clients in just 30 minutes a day you need to invest in building a simple but effective marketing system first.

Tips, tricks and hacks won't get you there. They'll just add to the ever increasing burden of "stuff" you need to do.

You need to strip back your marketing so you're only focusing on the things that count, then build leverage into what you're doing.

That will take a bit of time and focused effort. But once done, it'll put the majority of your marketing on autopilot so you can do the rest in a short space of time each day.

Use the checklist to identify your priorities.

Any of the checklist areas scoring a 1 or 2 needs urgent work: start there. Then look at your 3s and finally your 4s.

If you have more than one area scoring a 1 or 2, the logical sequence to work on them on is Focus » Simplify » Leverage.

Once you're up to a 4 in each area, you'll have a system running that will need just 30 minutes of work on marketing each week. Typically that will be:

- ✓ Personal follow-up with current and ex-clients as part of the post-purchase funnel.
- ✓ Creating content or refining ads to attract new leads to the nurture funnel.
- ✓ Creating follow-up content (e.g. emails) for the nurture funnel

In the emails that accompany this checklist you'll get lots of ideas and guidance on how to make the improvements needed to each of the checklist areas.

And to get more resources and my personal support, join the <u>free</u> 30 Minute Marketing Plan community on Facebook here: https://www.facebook.com/groups/30minutemarketingplan/

Now it's down to you. Your success in building a steady flow of leads and clients will be a direct result of the energy and diligence you put into implementing this plan.

Best of luck!

- Ian Brodie