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**“IGNORING ONLINE MARKETING IS LIKE OPENING A
BUSINESS &
NOT TELLING ANYONE ABOUT IT!”**

Hello there,

By filling in this workbook I hope to give you clarity on your business and life. It is not often that we take time out to actually sit down and get clear on where we are and where we want to go.

As the day progresses fill in what you can, however be sure to book some time off after this to add in more detail either on your own or with your team.

The Shine Adventure is about a new type of marketing it is about Human Marketing, connecting to who you really are in your business, who your customers are and how you can both make each others lives better on a human level not worrying about business but putting the person first and then business WILL come.

The Shine Adventure is about helping you to really SHINE in yourself and your business, it is about helping you connect with your dreams and helping you to make them happen. This is whether you are a big business or a solo trader, we all have dreams but we do not make the time to connect to them. Connect, Focus, Work Smart, Focus, Achieve.

Sometimes we just need to STOP everything, take a time out and remember at the end of the day we are here to serve and help each other. We are here to make this world a better place, so why not do that while doing business, why not feel FULFILLED while earning an income. Wouldn't that make for a much better life?

I invite you to continue your adventure after today by going to www.shineadventure.com/join
I plan on helping you to SHINE as bright as you can, help as many people as you can and increase your income to make your business and life dreams come true!

Keep Shining

Martha Fraser

xxx

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Introduction - Creating Awareness In Your Business

Where you are right now in your business?

What are your results or successes?

What lessons have you learned?

Where do you want to be in your business in 3 years time?

Has there been anything holding you back?

Your Online Business Strategy Review

What is your annual income goal?

What do you sell?

How many units of your products/knowledge/services do you need to sell to reach your goal?

Do you have an online strategy model? If so describe it, if not what would you like?

What is the conversion of your online strategy into sales? (that is how much money are you spending on online marketing and how many sales is it yielding?)

What platforms and apps are you using?

Describe your ideal online marketing strategy?

Describe the online strategy of your biggest competitor?

What are you not doing from their strategy plan and why not?

Are you clear on your costs, expenses and outgoings? If not schedule time to get clear.

Session #1 Learn How To Be A Leader In Your Business

Tapping Into Your Big Vision

When you started your business what was your Big Vision how close or far from it are you now? Maybe you were not clear on your vision? What does your big vision look like, get really specific, who are you serving, what is your income goal, what is your feeling goal?

Your ideal day should be etched in your memory, visualise this as often as you can ideally morning and evening.

What thoughts or questions are coming up for you as you think about your big vision? Why can't this happen?

What are the down sides of your Big Vision coming true (this is a very important question to explore, this are the hidden ways we sabotage our success)

Describe your ideal day once you have achieved your big vision, your day of leisure and your work day. Full sensory detail is needed. How are you feeling? Really get the feelings captured in vivid detail.

What have been the obstacles you have faced?

How did you get over them?

What has kept you going?

What has held you back?

Are you on track? How much do you want this? How achievable do you think your goal is rate this out of 10. 10 being achievable and 1 not being very achievable. If you are a 7 for example what would make it a 10, fully knowing your goal is achievable?

Becoming A Leader

Competitors

On a scale of 1 to 10 how would you scale yourself with your competitors? 10 being you are at the top or 1 being you are not there yet.

Who are your competitors?

Why do people choose them, do you think?

What have you in common with your competitors?

What have you different from your competitors?

Core Values

What are your core values?

Mission Statement

Do you have a mission statement?

How old is it? Are all your staff aware of it?

Is your business and your staff aligned with your mission statement on a daily basis?

Being a Leader

On a scale of 1-10 how ready to be a leader are you? 10 being Yes and 1 not yet.

What kind of leader do you want to be?

Do you think you can have the success you want, without being a leader?

Do you believe your business will succeed? On a scale of 1-10 how much do you believe this - 10 being high, 1 being low.
If it isn't a 10, what would make it a 10?

What is the problem you are trying to solve?

Why do you want to solve this problem?

Why are you passionate about it?

Do you still have that passion?

When you think about the first day you started your business, how did you feel?

What did you think was possible?

Are you unique? If so, in what way?

Why are you different, describe it in 3 simple sentences?

Understanding Your Customer To Attract Even More

What are you selling?

Who is your audience? Do you have a few profiles of customers?

What is the biggest challenge of your customer?

What causes them worry in relation to your product?

If you were to lead a group of people who would they be?

Why will they want to be part of what you do?

What are you going to create to help support them, what believe, feeling do you want them to have to be part of what you do?

What is your PR/talks/print/radio/meet upmeet up strategy?

When does your customer need you most? To buy products or just to hear from you?
Daily, weekly, monthly, particular times of the year? Are you ready with an offer at those times for your customer?

Your Ideal Customer Business to Consumer

Describe your customer, use the template below. You may have more than one customer, just choose one for this exercise.

Your Ideal Customer Avatar: Business to Consumer

Answer These Questions/fill in some information to Figure Out Who is Your Ideal Customer Avatar
These questions are for business to consumer businesses.

If you know as much as you can about your customer, you will understand how to run your business and advertising better. You may have more than 1 customer profile, fill in this template for each customer profile.

Personal Details

Name

Location

Married

Divorced/separated

Single

Children

Home Owner

Overweight

Happy

Stressed

Healthy

Energy

Family support

Friends

Previous Health conditions

Bank status loans/credit card/debt

Education Level

What is their biggest pain point in their life right now?

Job

Employed

Self-Employed

Home Maker

Income

Works 9-5

Works Nights

Works Weekends

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Are they happy in their work?

What are their work stress levels?

When do they take time off?

Hobbies

What do they do in the evening?

What do they do at weekends?

Your Product

Why do they need your product?

What is their status in their life that really makes them want your product?

What benefits will this do for their life?

What impact will choosing your product do for their life, family, income, relationships and future?

How do they feel about their current situation on a scale of 1-10?

What exactly will your product do for them?

Why would this person choose your product over anything else?

What would prevent them from buying your product?

What will happen if they don't buy from you?

What would really make it easy for them to decide to buy from you?

The 4 C's - Content, Connection, Caring & Community

Do you know who your community is? Where do you meet them online/offline/both/when?

Why do you care about them?

What can you do for free for them?

How can you build a connection with them?

What free content can you create to build your email list? What free content would your customers gladly exchange an email for?

What free content can you create to help your community with their challenges relating to your business?

What is your social media strategy?

Do you have a blog? How often do you post?

List 10 challenges your customer face, these are 10 blog topics you can write about .

What is your content creation schedule for the year? Topics ?

Session #3 Learn online models to increase your online revenue

What is your online/business dream?

How can you add more revenue to your bank by creating and possibly selling more online content or using online content to attract more customers? Look at IKEA!

Who do you want to help/serve/customers?

What do you want to sell?

How many of your product do you want to sell, for how much and by when? What is your sales model/funnel? Describe it.

List the various different ways you attract new customers online or offline?

How do you nurture customers? How do you teach them more about what you do and also help them with their challenges? Emails, videos, posts on social media

How consistent are you with your online marketing?

Session #4 Learn how to convert people to buyers

List the systems/apps you are using in your business to attract customers?

How often are you using these systems?

Do you have content written on your blog/website/social media that is reviewed regularly to make sure it is up to date?

What is your LIVE stream strategy?

What is your SEO strategy?

What is your email marketing strategy?

What is your social media strategy?

What systems have you in place to help automate your customer funnel?

What can you commit to now to put one system in place, for example a monthly webinar, blog, email, talk, periscope, blab, radio, news paper every month, week, day etc

How often do you review your metrics?

What are your conversion metrics? How much do you spend on getting 1 customer?

What is working for you with your online strategy?

What is not working for you in your online strategy?

What is your costs versus your income?

How much time/staff do your spend on online marketing? And how are you measuring the conversion of this to revenue?

Session #5 Facebook Ads Masterclass

What is your online advertising strategy? Facebook/Twitter/Youtube/Google

Do you understand the business goal of your ads before you create them?

Do you decide your budget of your ads and the conversion metric you are looking for?

What is your break even point of sale for your ads? How many clicks on your ad can you get for the cost of 1 product?

Have you created a facebook audience for your ads?

How much time do you spend creating your facebook ads?

You can use canvas.com picmonaey to create images for your ads, what graphics tools do you use?

Do you create multiple ads and see which one performs best?

Do you have an interest list for your audience?

Do you use custom audiences/email/website re-marketing?

How effective is your facebook advertising?

Download the Facebook Ads Manager app to your phone to keep an eye on your ads.

Session Notes
