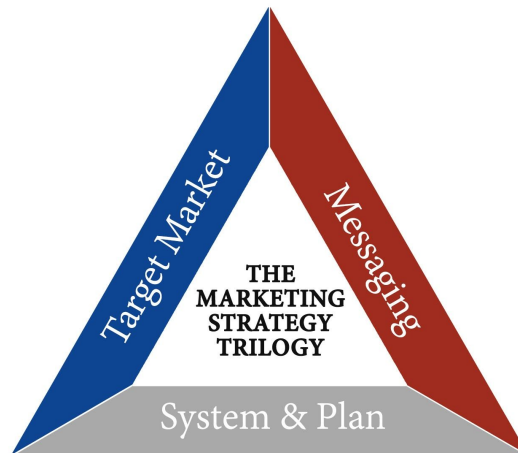




THE MARKETING STRATEGY TRILOGY



1. TARGET MARKET

- a. Ideal Clients
- b. Content
- c. Customer Journey (The Marketing Hourglass)
- d. Provides Direction & Focus

2. MESSAGING

- a. Storytelling Framework: Character > Has a Problem > Meets a Guide > Gives Them a Plan > Calls to Action > Avoid Failure > Reach Success
- b. Creates Clarity
- c. Engages
- d. Makes You Memorable & Magnetic

3. SYSTEM/PLAN

- a. When & What You Execute On
- b. Simple 90 Day Plan
- c. Provides a Framework to Follow
- d. Consistent & Repeatable Results