

# **OUTSTANDING MARKETING SUCCESS**

**A Marketing Foundation for Any Business**

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## **PART 1 - PLANNING**

## THIS SECTION ADDRESSES

### *The 3 Gripping Issues Organizations Face:*

1. *Confusion on where to focus*
2. *Fear and hatred of marketing*
3. *Lack of consistency*

## REQUIREMENTS

*Choose one business you want to take to the next level. Multiple names or brands per individual will create chaos for you. You must have experience opening and receiving email, using a laptop and the Internet. Exclusive users of smartphones will not get the full benefit of this program.*

*Different platforms will be used as model tools for marketing. What you learn may be applied to other suppliers and platforms at your discretion. The curriculum allows you to move at your own pace.*

## Track. Measure. Assess.

If you're hoping to make the best of this experience, measure and assess your activities and results throughout.

## YOUR EXPERIENCE

**A new beginning starts now:** Now it the perfect time jump ahead with a strategy backed by facts. Some material you may already know. Try to do every exercise to refresh, reaffirm, and renew your commitment.

## INSPIRATION

This information is designed to identify where you are missing out, to discover new opportunities, and help you expand on insights you discover.

If you get stuck, consider taking one of the live courses offered or a private consultation.

## PRESCRIBED CHALLENGES

Designed to help you have fun practicing new skills are 30-day or 14-day focused activities in each series. I encourage you not to skip these activities. They will give you understanding of key actions that work best for your audiences.

The results will be insightful and help you continue to target your goals. Each activity is designed to expand the scope of your audience and help you gain insights into their views.

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# PLANNING

Taking Inventory - Digital Assets  
>>[Take a Marketing Assessment](#)  
Referral Marketing Baseline  
Questions for Why, Vision and Mission  
Develop your Unique Selling Proposition  
Creating a Great Business Image  
14-Day Challenge

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# 1. PLANNING

## Take a Marketing Assessment

**Do you have a high or low season?** A typical low season may be April 15/Tax Day. Create a self-appointment to work on marketing during slow periods. Calendar it!

**Have you created a marketing budget?** Keep your marketing fresh. Offset surprises. Set a marketing budget that includes education, software purchases like customer management systems, creative writing, etc.

**Do you know how people search for your business? Have you done any search engine research in the last 6 months?** Simple ways to check up on your own business is to use the 'Incognito' browser to search.

**Are any of your social media sites incomplete or out of date?** Address each social site one-by-one. Go through the latest options/updates on the platform. Look at your 'about' profile. Make corrections and additions.

**When was the last time you had a professional photo taken of yourself?** Any photo over 5 years old is too old to use. You need branded photography.

**What types of interruptions do you experience in your day-to-day?** How is your support system? Who can you hand off work to? Do they need more education or information to step in?