

THE
FABULOUS FESTIVE
MARKETING
MASTERCCLASS

2020

WORKBOOK



What are your goals for the holiday season?

Be as specific as possible



On the next page, grade your goals, giving an A for an exceptionally high target and a D for the minimum you'd be happy with.

THE
FABULOUS FESTIVE
**MARKETING
MASTERCLASS**

GOAL SETTING REPORT CARD

A

B

C

D

F

Goal

TARGET

A

B

C

D

F

Goal

TARGET

A

B

C

D

F

Who are your ideal customers?



What age group do they fit into?



What problem do you solve for them?



What other solutions did they try before they came to you?



Where do they do their grocery food shopping?



Where do they get their news?



What words and phrases to they frequently use?



Map out the process your customers take through your website to buy from you



What packages can you put together for the festive season?



What name will you give your package



Write a product description or map out a sales page





What magic touch will you add to your product or service?

Think cool packaging or a special extra treat



What key dates do you need to add to your plan?



What lead magnet will you create?



What blog posts / videos / podcasts will you create?



Research gift guides you could appear in



What roundup posts could you create?



What will your Big Content Project be?



Use the marketing post formula worksheet on the next page to write your sales posts

MARKETING POST FORMULA WORKSHEET

What Problems Do Your Customers Have That Bring Them To You?



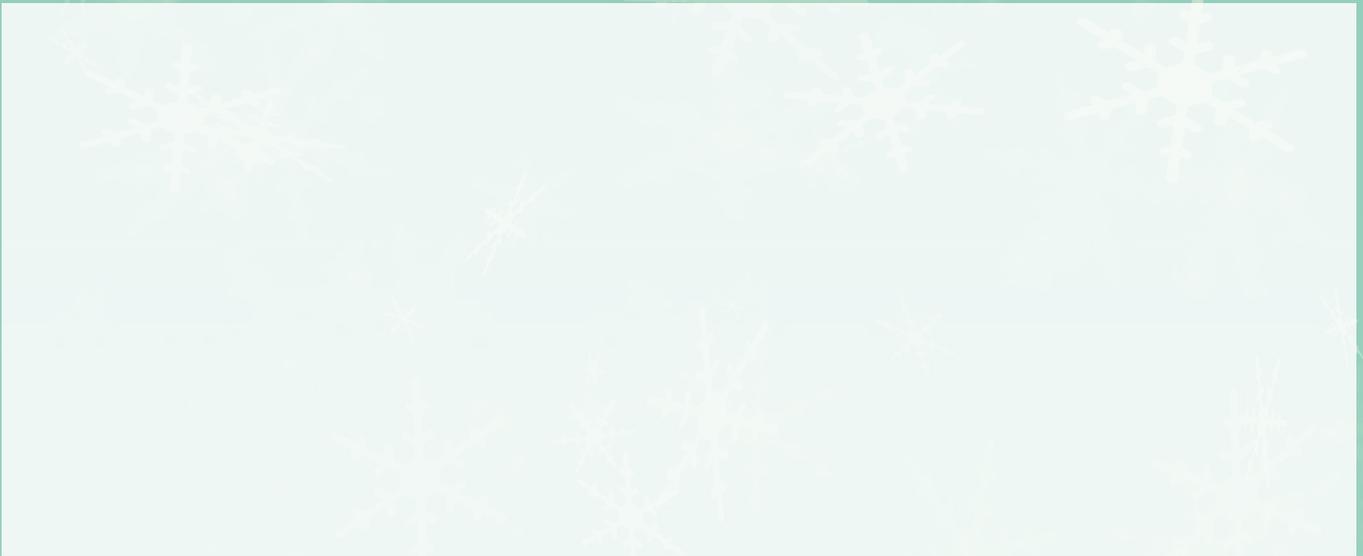
What Alternatives Are There To What You Do

ALTERNATIVE SOLUTIONS

WHY IT DOESN'T WORK



How Do You Fix The Problem In The Best Way For Your Customer

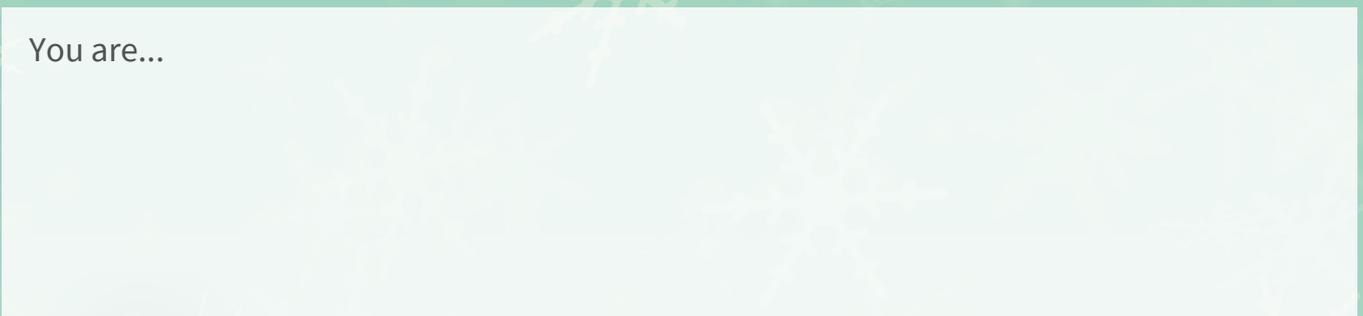


How Will You Frame Your Post?

Are you.../Have you.../Do you...



You are...



I am....



Need help completing this worksheet? Visit: spiderworking.com/marketingformula



BOOK YOUR FREE STRATEGY CALL

spiderworking.com/30

