

The Non-Planners Business Plan

#6 What are you prioritising in your marketing?

Like your number one goal, it's important to prioritise your marketing. Hopefully you have plenty to share with your clients and prospects but you can't say everything all at once. To communicate effectively, you need to prioritise your message.

1. What are the most common misconceptions or misunderstandings that your target market has that you need to overcome? (Believe me, you have more than you may think you do.)
2. What big things are happening throughout the year that need to be communicated to your clients and prospects?
3. What logical sequence do your key messages need to take?
4. What is your most profitable service?
5. What is currently preoccupying your marketing focus that needs to be reduced or dropped because it's low profit and serves no strategic purpose?

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– Notes –

Too often, I see business owners promoting one service at the neglect of another, far more profitable service. Sometimes this is out of habit. Sometimes it's because they're uncertain or unconfident about the high-priced service.

Look at your number one goal: if this isn't related to earning money but perhaps involves a change of lifestyle or circumstance or it's a big creative idea, then marketing is going to be even more important for you. Marketing is crucial, regardless of the particulars of your one big goal. So what are you going to prioritise?

Remember, prioritising is about focusing and part of this is saying 'no' to countless other things so that you can yell 'yes' to the most important thing.