

proof.
MARKETING



The StoryBrand

MARKETING CHECKLIST

**Is your marketing plan
making you money or
draining your resources?**





**Is your ad
spend getting
new
customers?**





**Is your ad
spend getting
new
customers?**



**Is your website
converting
prospects into
buyers?**





**Is your ad
spend getting
new
customers?**



**Is your website
converting
prospects into
buyers?**



**Do your emails
get customers
to place an
order?**

The Marketing Made Simple Checklist

The Marketing Made Simple Checklist

 One-Liner

The Marketing Made Simple Checklist

- ✓ One-Liner
- ✓ Wire-Framed Website

The Marketing Made Simple Checklist

- ✓ One-Liner
- ✓ Wire-Framed Website
- ✓ Lead Generator

The Marketing Made Simple Checklist


- ✓ One-Liner
- ✓ Wire-Framed Website
- ✓ Lead Generator
- ✓ Nurture Campaign

The Marketing Made Simple Checklist

- ✓ One-Liner
- ✓ Wire-Framed Website
- ✓ Lead Generator
- ✓ Nurture Campaign
- ✓ Sales Campaign

1. The One-Liner

1. The One-Liner

 Problem

1. The One-Liner

- ✓ Problem
- ✓ Product/Solution

1. The One-Liner

- ✓ Problem
- ✓ Product/Solution
- ✓ Result

One-Liner Example

One-Liner Example

Most people get stressed out when they think about having to remodel their kitchen so they never actually do it. MC Contractors takes the pain out of your remodel project so you get your dream kitchen faster, without all the hassle.

2. Wire-Framed Website

2. Wire-Framed Website

 Pass the grunt test

2. Wire-Framed Website

- ✓ Pass the grunt test
- ✓ Include clear calls to action

2. Wire-Framed Website

- ✓ Pass the grunt test
- ✓ Include clear calls to action
- ✓ Make it scannable

2. Wire-Framed Website

- ✓ Pass the grunt test
- ✓ Include clear calls to action
- ✓ Make it scannable
- ✓ Include section headers



FIND A DEALER

BE THE LEADER OF THE PACK

Get on a revolutionary new bike

FIND A DEALER

 SAVE THE ENVIRONMENT

 SAVE MONEY

 SAVE TIME

3. The Lead Generator

3. The Lead Generator

- ✔ Include an interesting title

3. The Lead Generator

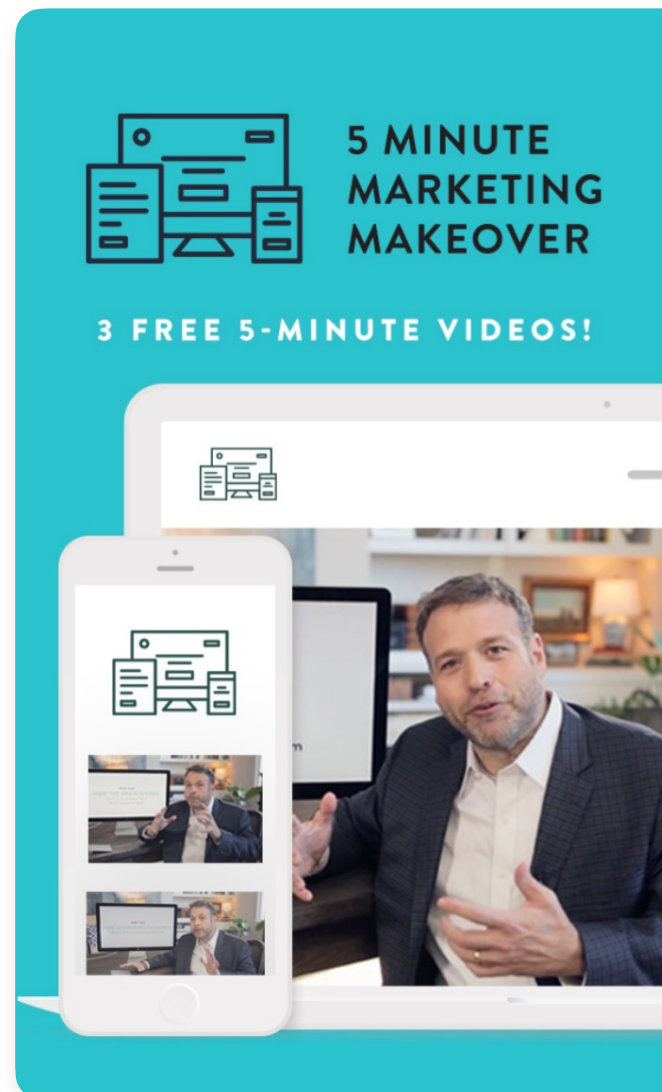
- ✓ Include an interesting title
- ✓ Provide content that offers value

3. The Lead Generator

- ✓ Include an interesting title
- ✓ Provide content that offers value
- ✓ Qualify your audience

3. The Lead Generator

- ✓ Include an interesting title
- ✓ Provide content that offers value
- ✓ Qualify your audience
- ✓ Get an email address



In 5 Minutes You Will Simplify Your Marketing Plan

- Simplify your marketing
- Avoid marketing hassles
- Reduce your marketing effort
 - Make more money

Yes, I Want Access!

No thanks. I don't want the FREE online course. I'll let my competition watch instead.

4. Nurture Campaign

4. Nurture Campaign

- ✓ Position your brand as the Guide

4. Nurture Campaign

- ✓ Position your brand as the Guide
- ✓ Repeat the problem you solve

4. Nurture Campaign

- ✓ Position your brand as the Guide
- ✓ Repeat the problem you solve
- ✓ Remind people you exist

4. Nurture Campaign

- ✓ Position your brand as the Guide
- ✓ Repeat the problem you solve
- ✓ Remind people you exist
- ✓ Offer value

5. Sales Campaign

5. Sales Campaign



Solve a problem for your customer

5. Sales Campaign

- ✓ Solve a problem for your customer
- ✓ Overcome an objection

5. Sales Campaign

- ✓ Solve a problem for your customer
- ✓ Overcome an objection
- ✓ Introduce a paradigm shift

5. Sales Campaign

- ✓ Solve a problem for your customer
- ✓ Overcome an objection
- ✓ Introduce a paradigm shift
- ✓ Ask for the sale



[LEARN MORE](#)

[OUR MISSION](#)

[HOME](#)

[ABOUT](#)

[AMBASSADORS](#)

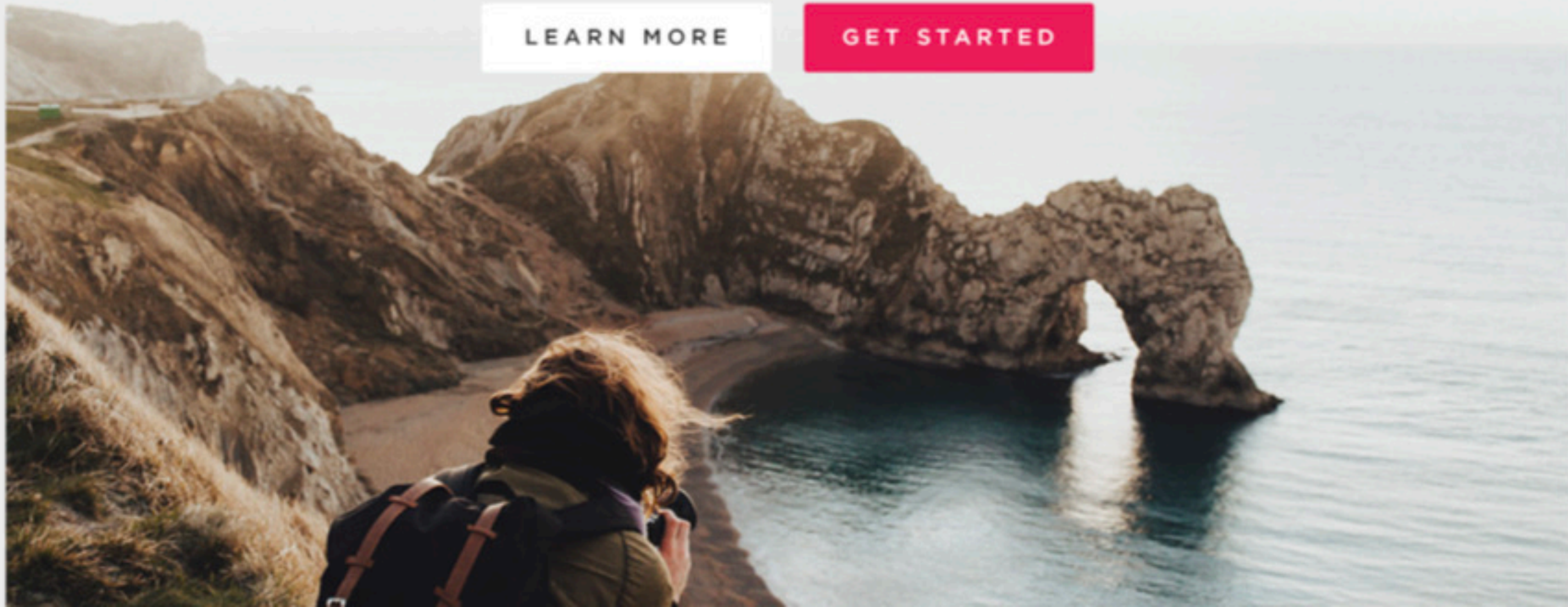
[WHY START?](#)

Your journey starts here

Artisan. Innovative. Solutions.

[LEARN MORE](#)

[GET STARTED](#)





FIND A DEALER

BE THE LEADER OF THE PACK

Get on a revolutionary new bike

FIND A DEALER

 SAVE THE ENVIRONMENT

 SAVE MONEY

 SAVE TIME

**Why you
need to
execute this
checklist**

Why you need to execute this checklist



It works for you while you
sleep

Why you need to execute this checklist

- ✔ It works for you while you sleep
- ✔ It wins clients over without sounding pushy

Why you need to execute this checklist

- ✔ It works for you while you sleep
- ✔ It wins clients over without sounding pushy
- ✔ It gets you an enormous return on your investment

Don't spend another
marketing dollar
without a plan.

proof.
MARKETING

PROOFMARKETING.COM