

Christine Comaford

A S S O C I A T E S

MARKETING OPTIMIZATION FOCUS



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Marketing Plan Worksheet

Channels:

- **Web:** email, social media, articles, blogs
- **Mail:** direct mail, direct mail with PURLs
- **Radio:** legacy/web, shows/infomercials

- Phone:** telemarketing/telesales, SMS, voice blasts
- Ads:** print, social media, PPC/SEO
- Ads:** print, social media, PPC/SEO

- Speaking:** live, webinars/teleseminars,
- TV:** legacy/web, shows/infomercials
- Press:** releases, interviews, influencers

May 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						

2						
3						

June 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

July 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

August 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

September 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

October 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

November 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

December 2010

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

January 2011

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

February 2011

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

March 2011

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

April 2011

Key Campaign(s):

Product 1

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 2

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product 3

Priority	Description	Channel	Owner	Due Date	Audience	Resources
1						
2						
3						

Product Path Worksheet

Use this worksheet to help identify the essential elements of your Perfect Market, Product Path, and product strategy. Remember, services are “products” too!

1. Perfect Market(s)

Define your Perfect Market (if only one, that’s ok—better to be laser focused). Define who they are, what pain your product will reduce/remove, their “cost” of staying in pain, and the tangible benefits they’ll receive from your product.

Perfect Market #1:

Definition (be specific!):

Pain Removed/Reduced

Cost of Staying in Pain:

Tangible Benefits:

Perfect Market #2:

Definition (be specific!):

Pain Removed/Reduced

Cost of Staying in Pain:

Tangible Benefits:

Perfect Market #3:

Definition (be specific!):

Pain Removed/Reduced

Cost of Staying in Pain:

Tangible Benefits:

2. Product Path

Do you have different Product Paths for different Perfect Markets? If so, name them below at the top of each column. List the path of products you'll want them to consume, in top down order, noting your first product could be free or a free limited trial to build rapport, credibility, trust. You may have one product path, as we at CCA do, but you may find that your Perfect Market(s) enter the path at differing places. That is ok! The goal here is to ensure you know how you are leading your clients through greater and greater RESULTS and tangible benefits.

Perfect Market #1: (List products in order of consumption)	Perfect Market #2: (List products in order of consumption)	Perfect Market #3: (List products in order of consumption)

3. Product Detail

Track the details of each product here. Take all the room you need to write additional details that may be helpful later (Suggested vendors should be included too). Use a separate sheet of paper for each additional product.

- Note if a product's **development** will be outsourced you'll want to state the skill set required.
- If **support** is to be provided via service agreement, you'll want to determine the level of expertise required by client care representatives.
- For **sales** staff you'll also need to determine the level of expertise and whether sales are via web, phone, or in person. For channel sales, note whether channels are *value-added* (via Value-Added Resellers or Systems Integrators for instance) or *pure distribution* (online affiliates and joint ventures, for instance). Perhaps you may choose a blend of these approaches.
- Regarding **delivery** of your product, will this be accomplished physically or digitally? Who will provide fulfillment services?

Product Name:

Description:

Product Development Plan/Resource:

Product Support Plan/Resource (Self-Serve or Paid Service Agreement):

Sales (Direct, Channel, both):

Delivery (Digital, Physical and Drop Shipped or Fulfillment House):

4. Product Strategy Summary

Summarize your product offerings here for future reference.

Name	Perfect Market	Development (In-House or Outsource)	Price	Support (Self-Serve or Service Agreement)	Sales (Direct, Channel, or both)	Delivery (Digital or Physical)

5. Product Protection

List the potential methods in which you could protect your product and the intellectual property you have created. Note the next steps you or your attorney will take to research protection methods.

Product Name	Possible IP Protection Method (Copyright, trademark, trade secret, patent)	Next Steps (Search for prior art, search for trademark, etc)

Social Networking Checklist

- Blog Updates Every Day (Pick a weekly or semi-weekly theme)
- 2x per week combine your short blogs into a longer article
- Publish the longer article to online article servers (such as ezinearticles.com)
- 1x per week comment on 5 other blogs in your niche (use complete signature)

Twitter

- 8 tweets a day
- Mondays: Follow 400 new people in your niche
(for instance, a pet company would find it's potential client by following @aspca)
- Fridays: Un-follow anyone who doesn't follow you back
- Send 10 DMs (direct messages) a day to develop "good" contacts

Facebook

- HAVE A FACEBOOK GROUP IN YOUR NICHE.
- Post your Blog to your Facebook Profile with the Networked Blogs App.

Daily

- Link your status to your Twitter account, so it updates automatically 8 times a day.
- Promote Blog to 20 friends (use something like the blurb below).
- "Share" blog by "Posting it to Profile" (it will be seen on the home page of friends)
- Change your profile picture every single day.
- Accept all friends and invite them to join your Facebook Group
- Check your profile wall (and all group walls) and respond where necessary.
- Check inbox and respond where necessary.
- Check ALL Groups for messages. Answer or forward.
- Sample reply message:

Follow my blog filled with business building tips and techniques! And send me YOUR most crucial business questions at Christine.com to be covered in my blog or my monthly Q&A call. --Christine

Semi-Weekly

- Facebook Group: Post tools on wall (Monday and Thursday).

- Facebook Group: Post Blog Announcements on wall (Wed and Friday)
- Post pictures or videos to main profile page.

LinkedIn

- Join Open Networking Group, such as LION or Open Networker
- Post a powerpoint about you and your biz to your profile through SlideShare
- Post your blog to your profile

Daily

- Update Status 1 or 2x per day.
- Share your Powerpoint with 25 or 50 people per day.

Semi Weekly

- Accept all invites with current blurb.
- Post questions on Q&A
- Post Announcements on LI Groups (and invite to FB Group!)

And last, but not least, do a Quarterly Channel Check—are you utilizing multiple channels to promote your business?

- ☞ **Web:** email- when you send out emails promoting elements of your Product Path, social media - which are best for building and increasing rapport, credibility, trust + offering products/services in a “soft” way , articles, blogs
- ☞ **Phone:** telemarketing/telesales, SMS, voice blasts
- ☞ **Speaking:** live, webinars/teleseminars – all opportunities for you to get in front of your Perfect Market and offer elements of your Product Path
- ☞ **Mail:** direct mail, direct mail with PURLs
- ☞ **Ads:** print, social media, PPC/SEO
- ☞ **TV:** legacy/web, shows/infomercials
- ☞ **Radio:** legacy/web, shows/infomercials
- ☞ **Joint Venture:** “OPC” - other people’s channels! - both inbound, where you are being promoted, and outbound, where you are promoting your JV partner
- ☞ **Press:** releases, interviews, influencers- These are generally outreach-oriented, where you are contacting the press or key bloggers via press releases or better yet, contacting the press in order to add value, which will ultimately get your company mentioned.

Logo Design Questionnaire

1. Enter the name you would like to appear in your Logo. (*Feel free to include any abbreviations like "Inc." or "LLC", or registered trademark tags.*)
2. If you use a tagline or slogan and would like it as part of your logo, enter it here.
3. Describe your company or product.
4. Who is your target audience?
5. Place an "x" next to the words that best describe your company or product.

Academic	<input type="checkbox"/>	Dynamic	<input type="checkbox"/>	Fun	<input type="checkbox"/>	Premium	<input type="checkbox"/>
Alternative	<input type="checkbox"/>	Edgy	<input type="checkbox"/>	Futuristic	<input type="checkbox"/>	Quirky	<input type="checkbox"/>
Altruistic	<input type="checkbox"/>	Educational	<input type="checkbox"/>	Global	<input type="checkbox"/>	Romantic	<input type="checkbox"/>
Artistic	<input type="checkbox"/>	Elite	<input type="checkbox"/>	High Tech	<input type="checkbox"/>	Serious	<input type="checkbox"/>
Caring	<input type="checkbox"/>	Entertaining	<input type="checkbox"/>	Humorous	<input type="checkbox"/>	Sexy	<input type="checkbox"/>
Challenging	<input type="checkbox"/>	Environmental	<input type="checkbox"/>	Informal	<input type="checkbox"/>	Sporty	<input type="checkbox"/>
Charitable	<input type="checkbox"/>	Esoteric	<input type="checkbox"/>	Innovative	<input type="checkbox"/>	Stable	<input type="checkbox"/>
Clinical	<input type="checkbox"/>	Established	<input type="checkbox"/>	Intellectual	<input type="checkbox"/>	Stylized	<input type="checkbox"/>
Commercial	<input type="checkbox"/>	Family	<input type="checkbox"/>	Long Lasting	<input type="checkbox"/>	Tasteful	<input type="checkbox"/>
Contemporary	<input type="checkbox"/>	Fashionable	<input type="checkbox"/>	Low Prices	<input type="checkbox"/>	Traditional	<input type="checkbox"/>
Corporate	<input type="checkbox"/>	Formal	<input type="checkbox"/>	Off The Hook	<input type="checkbox"/>	Value	<input type="checkbox"/>
Counter Culture	<input type="checkbox"/>	Friendly	<input type="checkbox"/>	Political	<input type="checkbox"/>	Wholesome	<input type="checkbox"/>
Different	<input type="checkbox"/>	Frugal	<input type="checkbox"/>	Practical	<input type="checkbox"/>	Young	<input type="checkbox"/>
Other:							

6. What characteristics do you want your logo to project? Check all that apply:

<i>Neutral</i>				
Progressive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Traditional
Corporate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Small Business
Premium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Inexpensive
Exclusive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friendly
High Tech	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	"Blue Collar"
Trendy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Stable
Serious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fun
Formal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Informal
Subtle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bold
Other:				

7. Do you have any preferred colors?

8. Do you have a preference on typestyles such as heavy, light, modern, classic, handwritten, etc?
9. Is there anything else you would like us to consider in producing your logo?

*For more information on Logo Design, see Christine Comaford's book **Rules for Renegades** (McGraw-Hill, Summer 2007).*



Christine Comaford
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