



Coaching Yourself™: Improved Business Practices and Profits

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Introduction

The Coaching Yourself™ publications are designed to help you think creatively about the direction and alternatives of managing the business. These documents in themselves do not provide solutions, but instead focus on the ten best questions by category that will lead to the answers. You are the best expert on your own business in your own market. Taking time to understand the most important issues, defining the desired goals, and prioritizing activities to achieve these goals provides a basis for proactively managing the growth of your business where you want to take it. You do not know what you do not know.

Creating Awareness (Marketing, Promotion)

How do customers find you? Promotion is creating awareness. Customers seek solutions to their problems and you need to position yourself in places they are looking. Creating demand involves providing a 'better mouse trap' that saves the customer time, money, pain or increases pleasure.

1. Where do your prospective customers look for products and service that you offer? Are you positioned so they can find you?
2. How are you generating leads? What is your qualification process?
3. How can you take advantage of the changing communication vehicles (radio, TV, social networks, trade shows, publications)?
4. What is your return on Investment (ROI) for each promotion vehicle? Can you decrease low ROI activities and increase high ROI activities?
5. Is your message and materials consistent and recognizable over all channels?
6. What is your reputation in the market? What position do you own (highest quality, cheapest, quickest, most convenient, etc)?
7. Are there other target audiences that would benefit from your product/service that be effectively served with changes in the offering or your promotion reach?
8. Are you engaged in a nurture marketing program to stay top-of-mind with your prospects and current customers?
9. Are you testing new messages and new communications vehicle to maximize your promotion efficiency?
10. Do all of your messages lead your prospect to your qualification process? What is the call to action in each message?

Resources:

Collaborative Marketing: www.collaboratemarketing.com/

Marketing Resources: www.knowthis.com