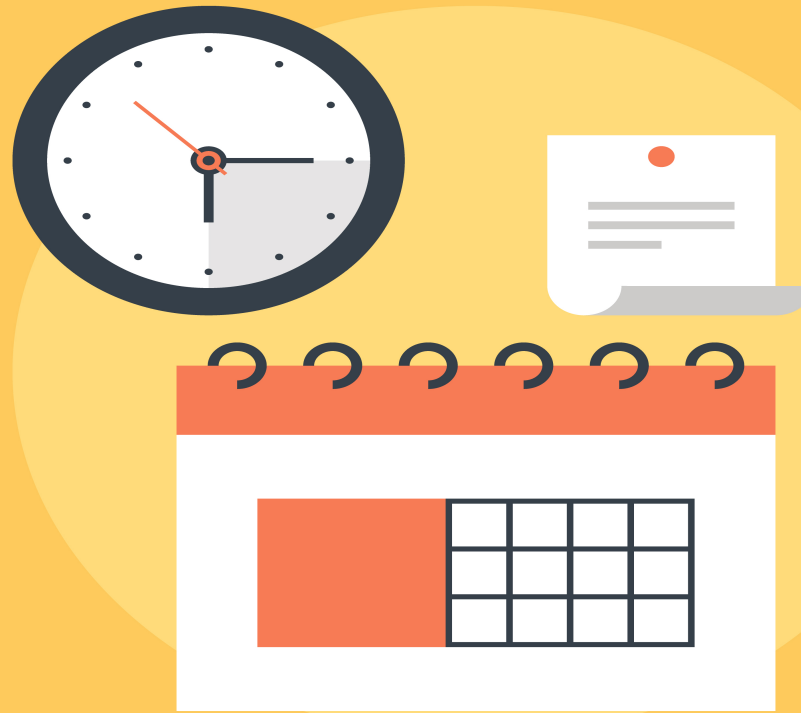




The Marketing Plan Mini-Camp


Module I: The Groundwork:
Preparing for Action

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PLANNING

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“By failing to prepare, you
are preparing to fail.”

— *Benjamin Franklin*

Module 1: Preparing for Action

1. Mindset
2. Vision
3. Goals
4. Systems & Habits



Mindset

Mindset accounts for at least 50% of success.



Mindset

- Timing
- Level of motivation & commitment
- Attitude and beliefs

Negative Mindset

Excuses

Fears

Faulty Beliefs

Negative Attitudes





Excuses

“I don’t have _____.”

“There’s too much competition.”

“There is no point because _____.”

“I’ll do it after _____.”

“I’m waiting for _____.”

Fears

“I’m afraid of being rejected.”

“I’m afraid of being “salesy.”

“I’m afraid of presenting as self-serving.”

“I’m afraid of doing the “wrong” thing.”

“I’m afraid of failing.”

“I’m afraid of being too successful.”

Faulty Beliefs & Attitudes

“If I do this _____ I’ll be able to fill my practice quickly.”

“I’m good at what I do. I’ve worked hard. I deserve to be successful.”

“My colleague did _____, so it should work for me.”

“Because I have failed at _____, I can’t do _____.”

Vision



IMAGINATION

Vision

- Look at the big picture and the long term
- Think about what you want & why
- Think big
- Will help set clear, specific goals
- Will help you choose marketing tactics



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Goals

- Ideas are not goals
- Provide clarity and helps prioritize
- Specific, measurable, with due date
- Realistic

Systems & Habits



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A stylized white leaf graphic with three leaves on a stem, positioned on the left side of the slide.

Systems & Habits

- Resources— time, financial, support systems
- Systems and habits – work habits & business systems

Time



Money



Support Systems





Time Management

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Work Habits – Time Blocking

- Time spent marketing *effectively* = better and quicker results.
- How much time you spend marketing depends on goals, lifestyle & priorities.
- Make a habit of blocking out marketing time.
- Test what works best for you and modify as needed.

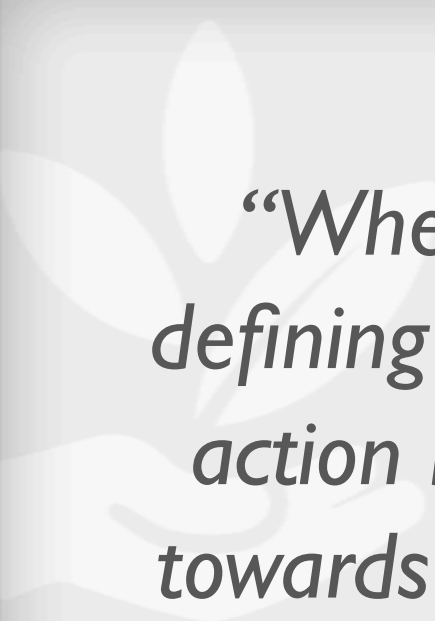
Business/Marketing Systems



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Business/Marketing Systems

- Finance management & tools
- Client management & tools
- Marketing management & tools



“When you establish a destination by defining what you want, then take physical action by making choices that move you towards that destination, the possibility for success is limitless and the arrival at the destination is inevitable.”

–Steve Maraboli