

The Marketing Plan Mini-Camp

with Juliet Austin

Transcript of Module 3

Hello, everyone. Welcome to module 3 of The Marketing Plan Mini-Camp. This is the final module in the series, and we're going to talk about the marketing plan. Everything that we've done so far has led up to this, and we're going to talk about making a plan that's simple and realistic for you and your business and your life, and that you can actually do and implement on a regular basis. If it's too complicated, what happens is you'll just going to leave it and you won't do it.

Okay. The marketing plan. This might be easier than you think it's going to be.

Quote: *"The aim of marketing is to make selling superfluous".*

I want you to get that in your mind here if you haven't already, and that is that you don't have to sell if you're doing marketing effectively.

What I mean by you don't have to sell is you don't have to feel like you're out there selling yourself and trying to convince people to buy your service or products. How you do that is through building relationships with people over time. It takes a while to build relationships. A lot of you who are practitioners and therapists, you know how to build relationships. What you need to do is use those skills in your networking and in building relationships with prospective clients and leads so that eventually, some of them become clients or customers of yours as well.

The goal of effective marketing is to have a strategy whereby you build relationships with people over time so that they come to know, like, and trust you. You might have heard this before in marketing literature. The best way to do this today is still through email marketing and social media - The best way is to do it online. Of course there are ways to do it in the community and locally as well, and we'll talk about those a bit later.

With this whole idea of building relationships, you have to have a mindset of giving as opposed to a mindset of selling or a mindset of getting from others. I see a lot of therapists do this. Again, they think they have to 'do' something different other than using their great relationship skills to get clients.

When you're out there in the community or you're online, and you probably notice that there's so much free stuff online, the whole concept is around giving things that are of value to people, that are useful to people, that they want and need so that they come to see you as an expert and someone that they can trust to come back to for information in the future or to buy something from you or to work with you, whatever the case may be. When you're out there marketing, you have to be

thinking about giving, and "How can I give and be of service to people?", because that in the long run is going to attract people to you so that later, you can sell to them if you need to or want to.

This whole idea of giving is based on what's called the 'Principle of reciprocity'. This is a principle in social psychology, and it's been used a lot in marketing. The whole idea is that when you give to people, they naturally want to give back. There's a lot of research that supports this. I mean, of course this isn't going to be true of everyone, or people that are just out there to get what they want for themselves, but by and large, most human beings will feel indebted to you or feel like they want to give back to you because you've given to them. That's the whole idea around the whole principle of reciprocity.

This is especially true when you're networking with others and wanting people to refer to you or send people your way that the whole idea is that you have to be out there with the attitude of giving. A relationship is give and take. It's not one way. The other thing that you need to be thinking about when you're marketing is the long-term results. A lot of people are looking for quick fixes and quick ways to get clients or customers. It's not like you can't get clients or customers fairly quickly at times, but it's the long term where you see consistent results.

What leads to a sustainable private practice or a business is thinking about the long-term results and how you can get people to come to know, like, and trust you. Keep in touch with them over time so that eventually, those leads or relationships that you're building start to pay off in terms of dollars. With this, you have to think about marketing as an ongoing process, not a one-time event. What that means is that you will have to set up a marketing system that is going to work for you over time, and you're going to have to keep doing it over and over again. It's not just something you do once.

You don't want to get into the whole fling marketing idea where you're, "Oh-oh. My clients are down. Oh-oh. My sales are down. I better do something", and then you fling something out there and think, "Oh. Maybe somebody will bite with this."

Maybe it works. Maybe it doesn't because you're only doing it once and you're flinging it out there, desperately hoping that it's going to work without a strategy. Then, if it doesn't work, then you're back to where you started. You may get a little bit of trickle of business, but, you have to think about this as something that you set up and systematize and that you do on a long-term basis and that you're always going to do - need to do - even after your sales or your clients are filling your caseloads.

You really need to not rest on your laurels and become complacent because at any time, you could lose your customer base or your client base because things change, your competitors start selling more or taking some of your market,

or things change in terms of your strategy, especially if you're marketing online because things change all the time and constantly.

Get that into your brain that marketing is part of having a business and that you'll have to be doing it all the time. Again, we talked about goals a bit in the first session, but I want you to go back to your goals and refine your goals or establish your goals now if you haven't done them because if you don't have goals, that's really going to be hard to set up a marketing plan, so you really want to define your goals. What are your goals? A goal is basically an outcome.

It's not a process. An outcome of what you want to achieve. It needs to be realistic and specific and measurable. Realistic to your life, your lifestyle that you've got the time, energy, and dollars to implement the goal. Realistic in terms that it's just feasible from a marketing and a business perspective, and that you have to be able to measure your results somehow.

You might have many goals for your business. Here's an example that you want to increase your revenue to a hundred thousand dollars by December 31st. That's your goal, and you might have other goals that you set up. Then, after you set your goals, the next step is to develop a marketing strategy which is different than marketing tactics, and I'll explain that in a moment here. The marketing strategy is the overall vision you have that helps you achieve your goals. It's what you're trying to achieve the strategy and how you're going to go about things.

For example, if we're going back to the goal of earning a hundred thousand a year, you might have a strategy that goes along with that to promote your business as the number one online resource for whatever your interest is or whatever niche that you have. You can fill in the blank there. We haven't talked about the 'how' yet, the specific tactics, but that's your strategy. That's the message that you want to put out there in how you're going to promote yourself.

Then, we come to the 'tactics' or 'methods'. These are the specific actions you take on a regular basis to achieve your goals. An example is write a blog post every week. Create helpful videos. Create a new modern website. Whatever your tactics are - referral marketing in the community via writing letters, or going to meet referral sources in the community.

Of course, there's a lot of tactics out there, a lot of methods that you could be using, both in the local community and also online, and you've got to choose because you can't possibly do them all. Choosing them depends on your goals and whether they match the methods you're choosing or matching your goals, the time that you have available in your business, in your life, and what you like to do and what you want to do.

It's good to have marketing methods that you like and want to do, but I want to also encourage you to think about things that might work better for you, that you

might not like to do or you might think you don't like, or you don't think you want to do them, but to at least consider them especially if there are methods that are known to be effective. You want to choose a combination of online and offline methods. If you do not have my '67 Surefire Ways to Attract Clients', you can get that at my website. You can sign up for it at www.Juliettaustin.com.

If you sign up for it there. It's a good resource to have because it has a summary of a lot of the marketing methods that are being used now. I keep that up-to-date pretty much, so it can help you have an overview of what it is you might want to be using. It's best to choose like I said a combination of the online and offline because they work together. That way, you're not putting all your eggs in one basket when things change.

If you're just doing one method and something changes, you're at risk of losing some sales or some clients, or greater risk I should say. I suggest and there's no right answer here. It really depends on what you're doing and what your methods are, and what your strategy is, so I suggest if you don't know, choose one to four methods to start. It's probably best to start with one. Get that going. Start with the second one, and get that going, and make sure you're thinking about your strategies and how these are working together because they should be working together.

Your methods should tie in to an overall plan. There's online marketing of course, and there's a lot of different ways to online market these days. There is a whole strategy and a process to online marketing that you should learn about if you haven't already. For therapists and practitioners, online directories are a good way to begin. However, at this point, they're so competitive that you can't expect to fill your business or your practice with directories.

If you're getting a couple of clients a month, you're doing pretty good with online directories. Some people might get a bit more. Some people have a hard time getting clients from directories. It really depends on your location, the competition, your niche, where the directory ranks, which directory it is because it's going to change from location to location because the competition is different..

It depends on whether you have a website or if you're just using a directory because obviously, if you have a directory that goes through to a really specific, really good website, the potential client is going to be inspired by that or should be inspired by that.

If it's a good website, that could potentially increase your client load or you're your conversation rate. If your directory is not bringing you clients, if you have listings on directories and they're not bringing you clients, you really should first of all check the copy of your directory listing. Make sure it's compelling.

On directories, people who specialize tend to get better results because people are looking for specifics and it's easy to find specialists on most of these directories. They have categories where consumers can look for specific problems.

Then, the other piece is your directory listing needs to be consistent with the message on your website. We talked about the marketing message in the last module. You don't want the exact same wording, but the message should be consistent. It should be more expansive on your website. It should be just like a teaser on the directory listing.

On most of the directory sites, a lot of them don't give you that much space for adding word and you want them to go to your site. If the message is not the same, if they're looking for something specific and they found you on a directory, then they go to your site and they see something that doesn't apply to what they read about on the directory, then that is going to have an impact, and they're going to go "What? What's going on here?", and be more likely to click away.

I see this a lot in therapist directories where somebody is a generalist and they select (tick off) a lot of specialty areas on the directory. Then, people go there and they read about that issue, and then they go to the website, but there's nothing discussed there about the issue the potential client has chosen. That's a problem when you're a generalist on directories. I think it can be a deficit. Not always, but it can be.

Then of course, the main way that people are marketing online is through content marketing. This could be creating blog posts, an email newsletter, an email list. Videos are huge online right now, audio recordings, visual imagery. Instagram is hot. Pinterest is hot.

All the social media platforms as well: Facebook, Twitter, Google+, Pinterest, Instagram. They're all really popular and you can create content, little text messages, create images, create videos to put on there, create audio recordings to put on there, your own content.

Of course, you can also do what's called 'content curation' posting of other people's content -sharing other people's content that you read that's related to your niche or you think it's going to be helpful to your population to share blog posts or videos and other materials from other people.

Curating content, other people's content is as important as sharing your own. Of course, it's not going to lead people back to your website if you're sharing links to other posts, but it at least creates the idea that you're valuable and they should keep following you on social media because you share interesting and useful information. Then, when you do share your own information with links to your site, they're going to be theoretically as interested in that as well if you're writing a good content or creating good content.

When it comes to marketing online, content marketing and content creation is the main way that people are doing it. There's a whole system. You create content. You share it by email with an email list, and you post it and amplify it on social media. That's basically way how it works.

You can also include teleseminars or webinars as methods of content marketing. Usually, these could be done to create leads or as a free introductory offer as a way of offering course. They could be something free you do every month for your audience to create content, and then you could post that on social media or on your blog as well.

Then, there's local marketing or community marketing. You want to of course get out in the community and market locally somehow.

If you're a professional or practitioner, or even if you're another kind of business owner, a good way to be in front of a lot of people at one time is to do speaking either for free or for a fee, doing talks, seminars and workshops. If you're just starting, doing talks for free like an hour, an hour and a half to community groups can be really, really useful. What you would do is you would contact community groups who you think might be interested in your topic that you're speaking on or the niche that you want to talk to. It could be companies. It could be non-profit organizations. It could be all kinds of different groups, so you have to contact them and let them know a bit about you.

Have something prepared beforehand - even if it's just a one-page document, a summary of the different talks that you might have. I usually suggest you have a couple, two, three talk ideas written up as an abstract - like a summary. Then, you can have give that to people after you contact them -by phone I would suggest is the first way to make contact. It does take time to build a relationship because you are cold calling if you're doing this- unless you have know some groups or organizations, and people you know in them, you should start with those first because it's easier to get in the door if you know someone. Otherwise, you're going to be doing cold calling.

Have a list of two, three talks that you think might be useful, but also ask for what they need and what they want, and then you might have to create a customized talk for them. It's going to be in your best interest to give them what they want or they won't be agreeing to having a talk.

The other way to do speaking is to create a course for one of the continuing education programs or evening places that offer evening classes or weekend classes. You might want to consider that because they'll do some of the marketing for you through their organization or their catalog. It doesn't mean you won't have to do marketing still, but if you're just starting and don't have a very large network, it might be a good idea to do this.

Then, the last way that I know to do speaking is to just organize them by yourself. If you're building an email list, you can start letting your email list know in your local community that you're doing talks. A lot of the email list programs like AWeber.com or MailChimp.com, they ... I'm not sure about MailChimp. I know in AWeber because I use that one. You can send out a notification, a notice or an email to people in certain areas, geographic areas via their ISP address.

If you're doing a talk in your local city, you can just send the email to those people. You don't have to send it to your whole list. Speaking is a great way to market in the community because you're getting in front of people, ideally, a lot of people at the same time. It's easier than building one-on-one relationships. People see you. They get a feel for you. They have that direct experience of you and they could decide whether or not who you are is who they want to work with or what you have to offer is what they want.

The next way to market in the community is referral marketing.

This is where you build professional relationships with either business or with other professionals or business owners. Again, you want to take this back to the principle of reciprocity and the whole idea of providing service and giving. It could be with other professionals. It could be with business owners. It could be with members of the clergy. It could be with competitors of yours if you partner in some way and do a joint venture of some sort, like maybe the two of you are going to do a talk together, and then you're going to send that information to both of your lists so that you each get exposed to each other's lists and you build your network that way.

You can send your talk information to clients, friends, family, and friends. It's not like they're all going to be buying from you, but the idea is that if you're keeping your clients, your customers, and your family and friends up-to-date with what you're doing, then they might refer others to you. Don't forget to keep them abreast of what you're doing and what kind of business you're looking for.

Then finally, there's business networking meetings. Business networking meetings are groups of people.

They're networking clubs sometimes. Sometimes, they are called breakfast clubs or dinner clubs where business owners meet. Usually, there's a talk and there's a networking piece. Sometimes, you can introduce yourself to the whole group. Sometimes, it's just done informally and casually.

These groups all work differently, and there are a lot of them in most of the major cities. What I suggest is that you try several and go to a couple of meetings of each group. Most of them will let you go to a couple of meetings to start just to get a feel, and see who you connect with. If it seems like a good place for you, then you can maybe consider buying a membership, but I would check a lot of them out first.

Again, like all marketing methods, you have to keep doing these things on a regular basis before you start seeing results, and it takes a while.

It takes a long time. It doesn't mean you can't go to your first business meeting and get a client. It doesn't mean that the first time you do a talk, that you might not get a client from that. However, you may not, and it may take you several business meetings before you start seeing results when you start building relationships with people, or you might have to do several talks before you start seeing clients come in. It really depends, and you have to be thinking about it as a long-term strategy - not every little thing you do is going to bring immediate results.

We're back to the marketing plan again here.

We're going to discuss how to put that together now. This is a sample plan. There's a worksheet like this on the resource page, a blank one, and there's also a copy of this one in there as well so that you can see it. Now, there's no right way to create a marketing plan, and there's no right format to use.

I've just used a Word document with three columns because I find this keeps it simple. If you have another tool or an online tool that you want to use or if you want to create an Excel document, you're welcome to do it. The main idea here is that you focus on these three things. You have the methods that you're using, the action steps that you're taking, and the timelines.

It's important to have all three of these because you really want to be systematized and organized so that you know where you're going, so you have a plan, so you're not just flinging things out there random nilly-willy, and also that you can track your progress and set some accountability for yourself by having due dates, otherwise, things just might not get done.

Here's our first sample. This is for therapist directories. In this case, the person needs to update their Psychology Today listing. They want to update their listing on Psychology Today and create a new listing on Theravive. The action steps are obviously to update Psych Today and create their listing on Theravive/

That's the idea. If we take a step back, the strategy is to make the listing more client-attracting, to make them more compelling, and then write a new listing. Then, there's dates over there, October 1st and October 30th to get those done. Then, so you can take these and put them in a calendar afterwards and a to-do list or task list that you have so that you can track these and make sure that you're doing them on the right date and getting them done on time.

The second marketing method here is content marketing, so this person is going to do a newsletter or a blog. Number one is the action step - to research articles online for the target audience to get ideas of topics to write about.

There are so many articles already online, so you just have to find a way to make yours unique. It doesn't mean you can't write about some of the same topics that are out there. If you're stuck for ideas, look at Google. Look at Amazon. Again, you're not going to copy the same titles or the content. You're just going to look to get inspired for ideas.

Also, if you're a therapist or a health practitioner, for every client that you see, you could probably write 3 articles on. Not on the client him or herself, but on the topic that you discussed or the concerns the client had or some of the questions that they were asking you.

The number two action step for marketing here in this example is, to come up with article topics for the next 12 articles for the next three months. It's always good to stay ahead of the game. If you're doing a blog, it's great if you can get a couple of months ahead at least. If you can get even further ahead, that is always great.

Then, to write the weekly articles on Mondays and publish on Tuesdays. Like I said, you could do that weeks ahead, and you should have a system in place where you're doing it, so you know what you're doing on Mondays and you're publishing it on Tuesdays.

It can be very time-consuming to set this up in a blog, in an email platform like AWeber or MailChimp, so what I suggest is you hire someone to do that. I can do it myself, but it's time-consuming, so I hire someone to do that. I write them, send them to my assistant. She loads it on the blog, and then sets it up in the email newsletter, and then I can check it to make sure it's all right.

This example, the next one, the next method is free talks for organizations.

First, the person has to research places to give talks by asking people, maybe people you know by going to Google, however it is, looking up areas in your city or in your location, whatever the case may be. Then, this isn't the only way to do it, but when you're doing cold calling, I suggest, you do it this way so you contact the organizations by phone, and follow up as appropriate.

You have to phone and figure out whom you need to talk to, and then try to get that person on the phone. A lot of times, when you're doing things by phone, you end up playing phone tag, so you want to get the name of the person and at least leave them a voice message, a brief voice message and tell them briefly why you're calling.

Make a note of that. You're going to have to have some kind of system for tracking this or you're not going to remember who you called or who you need to call back, and follow up with.

Write down when you called them and the date, what you said, or if you talk to them, what was the nature of the discussion, because a lot of times, people will be interested, but now is not the time for them, so what you need to do is write down when to contact them in the future. If they say, "Call me back in six months or maybe in six months", then just take the initiative and say, "Okay. I'll contact you." Make a note that you need to do that and then set up a system somehow so that you don't forget to call them back.

The third action step here is to prepare two talks that the target audience is interested in.

Like I said, you can write a summary of three-four talks that they might be interested in and offer, these to them - but make it clear that you're willing to do something customized that meets their needs better if they want that. You might have a strategy to schedule 2 free talks a month. Maybe it's only 1. Obviously, the more you do, the quicker things happen and the more business that will come to you.

Again, this is where you block out your time as we discussed in the first module where you consider your time and your lifestyle, and take into consideration what's feasible for you. I knew somebody years ago who did a free talk every week, and I think within six months, it was a coach, had her business full. It's a lot of work to schedule a free talk every week, but if you can get systematized and do that, these things do pay off. It does take a lot of work and a lot of time to grow a business or a practice.

Another strategy might be to prepare a print or promo materials to give out talks.

These could be your business cards. They could be an information sheet on your services or products - it could be a useful pamphlet with tips. It could be an article you've written that's helpful that you might print out and give out. Something to give out to people. If you're marketing something for paid program or something after the free talk, you would have information on that, and maybe a special price if people sign up within the day or if they sign up at the free talk, you'd give them a special deal to encourage people to not procrastinate and sign up now if they're interested.

Also, if you're doing talks, I would have a sign-up sheet for your newsletter or your email list and get people to sign up while you're doing the free talk. The best way that I found to do that is you don't want to have a sign-up sheet over to the side on a table somewhere because people just don't get over there. They won't sign up, especially at the beginning. They might not know you and they don't have a feel for you, so why would they want to sign up for your talk?

For example, I have my '67 Surefire Ways' report on www.juliettaustin.com I print that off when I do a talk or workshop, and I have a cover, a coil cover on it with the clear plastic front and the cardboard backing.

Because it's 35 pages long, it looks substantial. When I give talks or I do workshops, I'll wait until halfway through or three quarters of the way through, and as I'm talking, I'll just say "By the way, if you're not already on my newsletter list and if you don't have this report, you might want to sign up for it", and then I hold it up, and show people. Then, I pass around a couple of the sign-up sheets and just ask for their first name and email. Then, I give it to the people in the audience to pass around, and then I continue talking.

That way, they don't have to go out of their way to sign up. They don't have to remember to do it at the end of my talk when most people are in a hurry to get out of there. That way, I've build up at least some rapport with them. I'm halfway through my talk and they're hearing me and listening to me, so if they're interested, they're going to at least have a sense that "Yes. I want to be on her list or not."

Of course, the due date should be there for all of these methods, so it really does help to get specific... Then, when you go to do a to-do list, you're not like, "Okay. What am I going to do today?" You go, "Okay. What's on my list? What's on my plan? Where am I going here?"

If you can plan this six months out, or a year out ... I try to plan a year in advance. Now, I don't plan all the specific details like the action steps there necessarily for a year. Sometimes, they are planned ahead because some of them I'm doing over and over again, but I do have a plan for a year, and I know what I'm doing for the year in terms of my marketing and my projects. It really helps me know where I'm going. I don't have to sit there and go "What should I do next?", and all these steps eventually get systematized when you do that.

I would encourage you to start with a 6-month plan and work towards a year. You might not have the specific action steps, but at least have the method and at least the months that you're going to work on them, so that you at least know the area, the ideas and the methods you're going to be using, and then you can tweak them as you go along. Sometimes, you might change your mind. Sometimes I do as well. Generally speaking, it's really going to help you to have that long-term plan.

Of course you need to track your results because you need to know if your marketing is working, and especially if you're spending time and money which you will be to some extent. You want to make sure that your investment of time and money is paying off for you and bringing you the growth that you want. I find a lot of therapists and health practitioners in particular do not track their results, and it can be a huge time and money waster if you're not being systematized in doing this.

This tracking template is on the resource page as well - the sales and marketing tracking sheet. Here's just an example of how you might use it.

For private practice sessions, you can put the client's name in there. Then, if you see here where it says "Sally" at the top. There's the lavender color heading, so these are the marketing methods, word of mouth ... That means, these people that are coming to you via other clients, referrals from referral marketing, maybe from a networking group, a directory listing, or a search engine. Now, sometimes clients or people will call you and you'll say, "Where did you hear about me?" They'll say, "Online" or "Google".

Now, you might want to ask them one more question if they say "Online" or "Google". If you're on directories, you might want to say "Was it on Psychology Today?" if that's where you listed. Then, they might say "Yes." Just hearing it might make them remember, or they may just say, "No. I just did a Google search." Then, you'll have a better idea how they found you.

If you can get them to be specific, great - It requires two questions. That's all it requires. If not, you can maybe put 'Internet' or some other category in the tracking sheet. Advertising again, you might break this down if you do different kinds of advertising so that you're tracking each ad, or just write in the box here. If you see here, there's on the \$200 over here by Sally under 'Referrals' on the spreadsheet.

The 200 has a little, red tab. If you're using Excel, you can just add a comment there and put \$200, or whatever. Two sessions that could be or whatever. Then, the excel formula should be in the document. You might want to change them right now so that it automatically does the totals for that. Then, the totals for everything is over here, so this is the total for the word of mouth, and this is the total for everything in terms of the dollars that are being brought in as a result of each marketing method.

If you're doing a group session here and if you're doing product sales or programs, you can also track that here. Then, there are months here you see. There's January. You can't see it on this screenshot, February, March. You can track everything.

Then finally, the annual, the formula should be set up to add up all the months for each of the categories. It's a great way to track things. It's important. It takes time. Again, it's all about being systematized, because you want to look at your results. You're tracking results, and then improve your marketing so that you can grow your business, grow your practice.

Keep in mind the growth is not a straight path up always. You might go up. You might go down. Then, you might skyrocket up. There's no one way that any business grows, and you just have to know that some things are going to work, some things aren't going to work. Sometimes, you're going to have more sales, more clients than others.

If you keep the marketing system going, your marketing plan up to date, and market on a regular basis, you're going to be much more likely to get long-term growth over time. When you track your results and you find out that you're not doing as well, you need to look at what you can do to improve. The first step of course is to look at this tracking sheet. If you've got a system going, look at it and track it and see where it's going and what kind of return on investments you're getting, the ROI (Return on Investment).

Then, if something isn't working, find out why, and don't abandon it prematurely. I see people trying something, and then they go, "That's not bringing me any money", and then they abandon it before really figuring out why- often, it's just lack of knowledge and expectations, not realizing that you need to market and use things a lot and tweak them before you start seeing results. Don't make erroneous conclusions, that just because it didn't work for you, that it doesn't work for everybody.

I hear people say, "Counseling directories don't work." It's not true. They do work for some people. If they're not working for you, you need to figure out why and see if you can make them work. If you can't make them work, then you could go on and do something else, but don't assume that it's not working just because it can't work for you.

Number three, keep in mind that all methods of market work for most practices or businesses, the key is to figure out how to make them work for your particular business in your particular situation, and which is going to bring you the best return on investment in the least amount of time and with the least amount of money spent.

To summarize, a path to success entails having clear goals, creating a realistic strategy to achieve those goals, recording steps in the marketing plan, including the timelines, and then take those and block out time in your calendar like we talked about in the first module.

Put the due dates in your calendar and whatever other system that you might be using for when these things are due, a task management system perhaps. There are a lot of task management software out there. I use 'Todoist.com'. They've got a free version, and even the paid version is \$29 or a year, so it's a really good value.

Then, track and modify your results on an ongoing basis. Marketing is work. Running a business is work. If you're going to be successful, you need to do things in a systematized orderly way and have a plan in order to do that. Again,

Quote: *"Action is the foundational key to all success."*

I like this quote because if you're not doing the action steps and just sitting around, ruminating or wondering what to do or worrying about what to do, you're not going to see results.

You have to keep doing action steps over and over and over again no matter what happens, no matter if you're certain of what you're doing is going to work for you because you can't be certain. It's impossible to be certain, so you just have to keep doing the best you can.

Educate yourself. If it's not working, find out why. Get some help. Do some reading, get a mentor - whatever it takes to figure out what to do to keep yourself in action that's going to bring you the best results possible.

I like this quote as well:

"It's not enough to do our best. Sometimes, we have to do what is required."

It's really true in business, because sometimes, what you think is your best is not going to be good enough, so you have to sometimes push yourself and challenge yourself. Otherwise, you're just not going to see the results. If you keep doing all these things, eventually, you will achieve success.

That is our last module in The Marketing Plan Mini-Camp. I hope you enjoyed it. I hope you use these principles and organized yourself in a way so that you do achieve the success that you want. Good luck to you all. Thank you so much.