MARKETING WITHOUT MONEY

Win Premium B2B Contracts from Clients You Love Working With.

A no-cost Marketing Action Plan for B2B Consultants, Coaches and Experts.

THE CORPORATE ESCAPE CLUB

ANNEVE HUTCHINSON

Let's cut straight to the chase - I'm not a fan of fluff!

The four, no-money down B2B marketing tactics that will help you unlock the door to premium contracts from clients you love working with are:

- **PUBLISHING** valuable content in the form of '**Lead Magnets**'.
- **PERMEATING** your prospect's consciousness using **LinkedIn**.
- Having a **PRESENCE** networking at events where your **Ideal Clients** and referrers are.
- **PERSUADING** them that you can solve their problem using **Email Marketing**.

None of these tactics need to cost you any money whatsoever!

In fact they will keep your money safe and protected from being wasted.

Later on in this Guide I recommend specific tools you can use to promote your business with absolutely no marketing budget BUT...

NONE of them will work without a strong Marketing Strategy.

So before we get to the detail of those no-cost tactics, let's create a clear PLAN that will help you use those tools effectively and build a pipeline of perfect prospects!

Hi, I'm Anneve!

I am a B2B Marketing Consultant and Coach and I love helping professionals escape corporate life and create a B2B consultancy or coaching business that gives them the work-life balance they crave and the income they deserve.

I was working in marketing for an airline when I experienced my 'moment of truth' - I could not combine my love for my career with my love for my two young boys in a way that felt right to me.

I was getting my eldest Tom ready to take to his childminder when I got the call - she was ill and couldn't have him that day.

The problem was, my opposite number from a partner airline I was working on a joint campaign with was already in the air on her way to see me for a meeting.

There was no way I couldn't go to work that day.

Fortunately, my husband was able to step in and I got to my meeting. But that was the moment I knew I had to escape corporate life so that I could be around for my boys.

I started my own marketing and web consultancy when my youngest Jack was one and Tom was three in 2007 and I have been running my own business ever since.

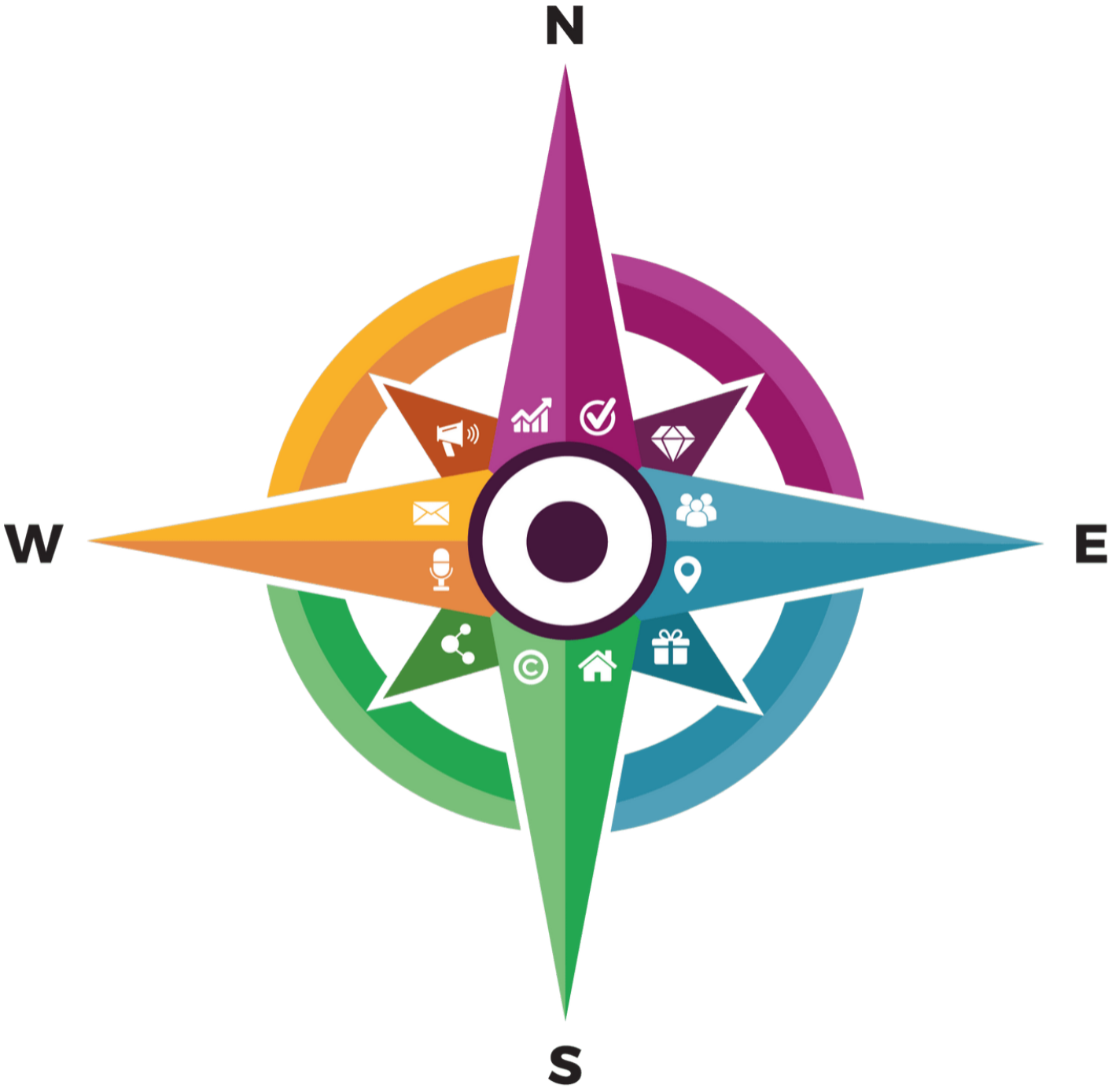
From 2012, my business partner Emma and I have built a 6-figure consultancy that has worked beautifully around our families and we've helped to create and grow many B2B businesses.

Is it possible to do 'Marketing Without Money'?
Even in the airline, where we had a huge marketing budget, we were often challenged with the refrain - 'We have to find a way to do marketing without money!'

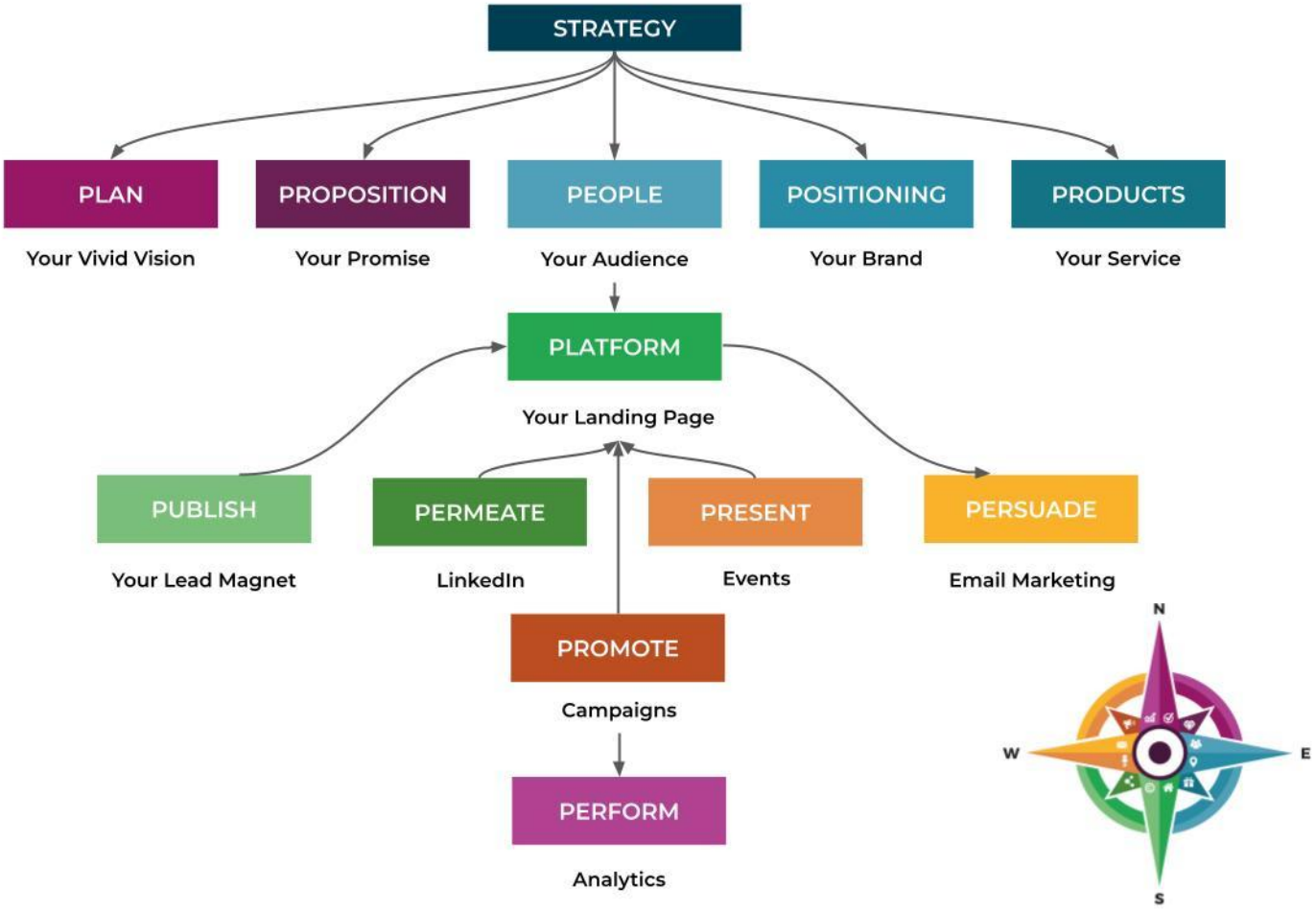
Since starting my own business, I've been on a mission to help solo and small business owners promote their services in the most cost-effective way possible.

This Guide exists to show you how.

Our START Marketing Strategy and Plan looks like this:



And breaks down like this:



You begin by making some strategic decisions regarding the plan and vision you have for your business. You'll choose the problem you specialise in solving and the promise you'll make to your prospects, and then you'll choose who those people are.

You'll then pick your brand positioning and create a product ladder of services.

Those strategic decisions will feed into your online presence - in its simplest and most cost-effective form a single web page, often called a landing page - where you'll publish a valuable resource that solves the big problem your prospects have and which can be accessed in exchange for an email address.

You'll then promote the resource to your audience on LinkedIn and at networking events and follow-up with anyone who accesses the lead magnet by email to nurture the relationship towards a purchase.

B2B relationships take time, focus and patience to develop. They are based on credibility, authority, friendliness, a consistent presence and a diamond tipped, no-brainer, easy to understand offer.

If any of these elements are missing it won't matter how much marketing you do, the few leads you generate will often be for low-quality, low-fee contracts with people who make your heart sink whenever they call.

Here are the assets that will help you attract quality leads:

You'll need:

- ➔ An engaged audience of ideal prospects.
- ➔ A web page where those prospects can access a valuable resource such as a PDF guide in exchange for their email address.
- ➔ An email marketing system to follow-up with them consistently over time.

The format of the Lead Magnet you choose doesn't have to be a PDF download, it could be a webinar, quiz, report or video, but a written PDF is the most cost-effective way to start.

Do you need to sort out your strategy?

You can skip revisiting your marketing strategy if you already have:

- A vivid vision for your life and business.
- Total clarity about the problem you solve and the promise you make.
- A detailed description of your ideal client.
- A brand that you're proud of and a clearly defined position in your market.
- A well-scoped product ladder of services with from' prices for each.

But if you're not sure about any of those, read on!

Focussing on your strategy first will save you a huge amount of time and money!

B2B CONSULTANCY & COACHING START MARKETING STRATEGY

STEP 1. CREATE YOUR VIVID BUSINESS VISION!

I want to help you create a B2B consultancy or coaching business that can support and integrate with your lifestyle so that you can look after your family, health and well-being priorities as well as your profit margins!

When you run your own business, your home and work lives often blend together and cross over, so rather than fight the losing battle of achieving 'work/life' balance, I'd rather you love your business so much that it doesn't feel like work!

The best way to make sure that you keep the most important aspects of your life working in harmony is to create a detailed and vivid vision for your life and business.

Your vision should inspire, energise and excite you. It should pull you forward like a magnet and act as your 'North Star' guiding you through tough times.

What kind of business do you *really* want?

Include your BHAGs (Big, Hairy Audacious Goals) without fear or embarrassment.

Don't hold back! This is only for you. You can adjust, hone and redecide over time.

Write in technicolour detail and in the present tense, as if it's already happened or about to, let your vision flow out of you without editing at first.

Then translate your vision onto a large visual board that you can display in your home and see every day. Decorate with images and words that bring your vision to life.

STEP 2. DEFINE YOUR VALUE PROPOSITION

Creating a crystal clear and compelling value proposition is one of the most important things you can do for your business.

We've all heard networking pitches or seen websites that have left us wondering what on earth the company does!

Have a look at your website if you already have one. Is it really obvious what problems you solve and which services you provide?

Ask close contacts to tell you what they think you do. Do they get it right? Is it succinct and obvious? Do other people 'get it' quickly?

If not then it's time to work on your **Value Proposition** and if yours is a brand-new business then now is the ideal time to get it right.

Think about the most profitable and enjoyable part of your business first and bring that to the forefront of your messaging.

Don't use confusing, flowery or industry jargon. Your prospects are not necessarily experts in what you do - that's why they are interested in working with you.

Your value proposition must clearly describe the PROBLEMS you solve.

It should also powerfully detail your PROMISE - the VALUE, RESULTS and OUTCOMES you provide.

Describing client stories within case studies and testimonials will help illustrate the transformations you can help create.

Make it simple for prospects to take the NEXT STEP and engage with you by including clear and enticing CALLS TO ACTION that are easy and natural to follow.

Put yourself in your prospect's shoes - they're asking:

WHAT'S IN IT FOR ME?

When describing how you can help, 'enter the ocean wherever they are...' Don't leap ahead and over-complicate in the early stages of your relationship with a prospect. They don't know what you know so avoid jargon and complex terms they may not understand yet.

Make your proposition all about them and what they want **right now**.

Describe the consequences of not taking action and make working with you a no-brainer!

Try and answer the questions: Who? What? How?
For example ours is:

We help corporate escapees win premium contracts from clients they love working with through our B2B marketing and networking community - The Corporate Escape Club.

CREATE YOUR SIGNATURE FRAMEWORK

When clients buy consultancy or coaching to fix a problem, they want your solution to work quickly and with no fuss.

They expect your work with them to be tailored to their personal needs and circumstances, but they want you to bring all your years of experience, knowledge and skill to the table in an easy to digest and implement format.

They do not expect you to make up your methodology, approach or way of doing things as you go along!

Even if you have been trained in another organisation's methodology, it's essential to create your own signature framework which is personal to you, based on everything you have learned so far and which can quickly, easily and simply help your client understand what needs to be done in order to solve their problem.

Our START Marketing Action Plan (see page 3) is an example of a signature framework. It is represented graphically as a compass and in a way that doesn't explicitly state what is involved in each step.

It gives our clients confidence that we have thoroughly thought through our approach to promoting a consultancy business and that there is a straightforward series of steps to follow in order to get your consultancy in front of Ideal Clients.

STEP 3. CHOOSE YOUR IDEAL CLIENTS

Why do you need to know exactly who your perfect client is?

Because without knowing exactly who you want to help, you cannot build a product or service that will answer their needs. Your marketing will be vague and wishy-washy and you'll try to appeal to too many people.

Creating an Ideal Client persona to keep in mind whenever you write website copy, content, leaflets or any other client-facing material will help you write in a way that resonates with that type of person and helps them understand that you are the best person to help them.

Clearly defining your ideal client **does not** mean you should decline prospects who don't match your perfect prospect qualifying factors! It just helps you to automatically know what good prospects look like, where they are likely to spend time and will help you attract Ideal Clients.

Remember to "Visualise the best but welcome the rest!"

If it's very clear that a prospect is definitely not an Ideal Client, you may choose to decline their business or apply certain parameters at the outset. This clarity can save a lot of stress

in the future. But otherwise, don't turn away a good business prospect just because they don't quite match your Ideal Client persona!

Defining your ideal client will not limit your market at all.

Your writing will become so much more personal and powerful as a result.

You do not have enough time or money in your marketing budget to reach 'everyone' so by selecting a certain kind of person to target you can make the money and time you **do** have work much harder.

Spending some time getting under your potential client's skin, will help you better understand their buying decisions and triggers and discover where to find them.

If your service truly can appeal to several different demographics, and you don't feel comfortable ignoring a significant portion of your clients, then segment your clients into two or three or even six different Ideal Client personas. Then choose just one each time you run a marketing campaign.

Often our core clients are people like us. We will appeal to people similar to ourselves with matching values and interests.

We will naturally understand where they're coming from and what they need. Using this intuitive knowledge is vital, as it makes your writing so much more tailored and interesting to them.

Describing and imagining your Ideal Client as if they are a real person brings them to life and helps you avoid 'corporate speak'.

When you have a clear idea of **who** your Ideal Client is, you will also have a much better chance of discovering **where** they spend time.

If you don't yet have an Ideal Client or if you don't know them very well, you may need to get creative and imagine!

Make sure you focus on creating an Ideal Client that represents someone who:

- You will enjoy doing business with.
- Needs help that is well paid (highest margins).
- Needs help with work that you love to do.
- Values what you do and treats you well.

Avoid targeting 'businesses'. Instead, think about the person within that business who will be buying your consultancy services.

The more detail and 'ideal attributes' you can assign to your Ideal Client persona, the better!

This process brings them to life, starts attracting them to you and improves the quality of the prospects who get in touch with you no end.

STEP 4. CHOOSE YOUR BRAND POSITION

By clearly deciding where your company sits within your market, you can make sure that your brand identity supports that positioning (ie high-end businesses can help convey the value of their price point with high-end, premium design).

Your brand identity is not just your logo - although this absolutely contributes to how premium your brand feels and therefore the fees you can charge - it also includes your tone of voice, brand personality and brand values.

Explaining your brand values and what makes your business remarkable helps potential clients choose you over your competition, and it also means that they can't compare you with a similar company so easily on price or service alone.

Your 'Why?' or the story behind your expertise and the reason why you started your business in the first place also adds personality and helps people resonate with who you are and how you can help them solve their problem.

How would you like to position yourself and your business in your client's mind?

Create an internal brand positioning statement that helps direct your external messaging.

Use words like expert, high-end, cost-effective, good value, luxury, guru, best, different, world-changing, challenger, professional, new, exciting, cutting edge, game-changing etc.

STEP 5. CREATE PRODUCTS & PACKAGES THAT SELL

B2B consultancy and coaching services are often 'intangible' which means there is nothing to pick up, touch or demonstrate, so packaging or 'productising' your services helps make them feel more 'real' and therefore easier to buy.

By creating your own signature or bespoke 'products' and packages you can also make it more difficult for prospective clients to compare you to the competition.

Create your products and packages in a way that helps clients to buy quickly and easily.

Begin with an Intro Product

An introductory or demo product which helps your prospects get to know, like and trust you in a quick, low-risk, light-touch but high-value format is a very powerful way to start working with a new client.

A good intro product for consultants often takes the form of an audit, review or report on the current situation and includes a top line strategy to help solve the problems that you identify.

After the intro product is completed, and you know that the relationship will be a productive one, make sure you have the next step already mapped out in a product or

package so that the transition from one-off to ongoing client is smooth and straightforward.

The great thing about a trial product is that you'll quickly and mutually discover whether you can work together or not.

There is a natural break after completion, which means that if you find that they are not an ideal client after all, you can both walk away comfortably.

But if this initial piece of work goes well, you'll now know all the issues and challenges, which means you can diagnose why the problems have surfaced and be able to create a 'treatment plan' or strategy to help solve them.

The prospect (now client) will by this point be invested in you and is very unlikely to want to go back to square one with someone else.

If you have charged for the intro product as we recommend, this will mean that you are now in their accounts system, so future payments will become less challenging, and you'll already know how quickly they settle their invoices.

In some scenarios, charging for an initial piece of work is not appropriate. You must judge this by your industry standards, however, even if charging is not normal (e.g. most people in your industry free pitch, or provide a free workshop or session), consider the advantages of not working in this way and standing out from everyone else by charging and valuing the service you provide.

People do not value free things. They are not invested, may not show-up, do not commit and are not serious. By charging even a refundable deposit, you remove tyre-kickers, freebie hunters and time-wasters.

Although your flow of prospects reduces, their quality usually increases.

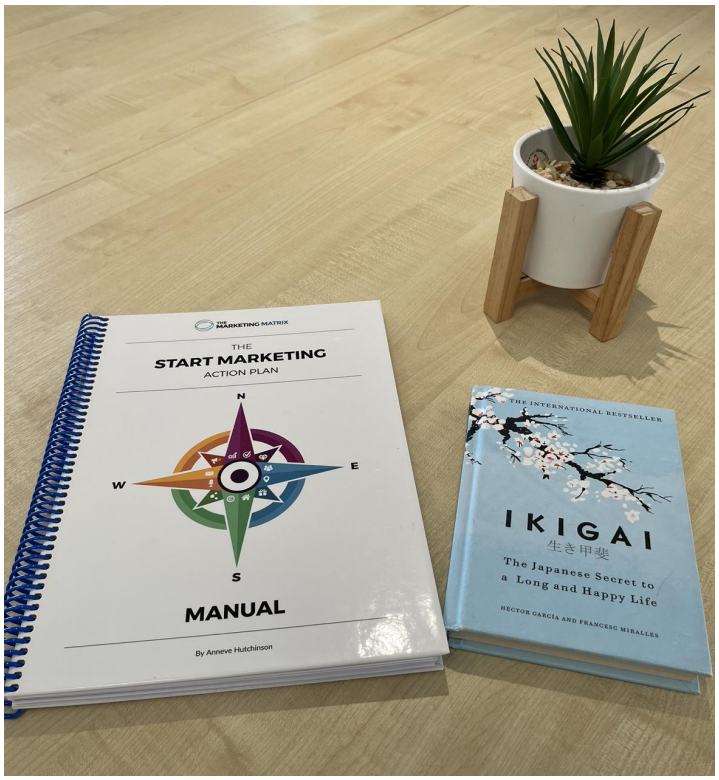
Create a 'Product Value Ladder'

List out the products and services you offer, from basic through to VIP - and discuss them with your prospect at the beginning of your relationship so that there are no surprises down the line.

If they know from the start the fees for your services and stay with you, you know that they are genuinely interested in working with you and can be considered a 'hot prospect'.

This also makes creating proposals and quotes faster and more efficient.

As your prospects and then clients get to know, like and trust you more, you can move them through a pre-planned framework of products and services that will help them achieve the results they want depending on the level of budget they wish to invest.



So far, so cost free!

You haven't spent any money marketing your business, you've just done some deep thinking and choosing.

But this is often the hardest part!
It's tricky to choose what to focus on when you can do so much for so many.

And it's very difficult to see the label on the jar when you're in the jar!

If this is the part you struggle with, we can help.

Our 1:1 Create & Grow your B2B Business programme is designed to help you nail your strategy so that you can market your business as cost-effectively as possible!

It comes with a detailed manual designed to help you choose your area of marketing focus and create a business that you love.

But more on that later...

PART 2 - B2B CONSULTANCY & COACHING START MARKETING TACTICS

Now you've set your Marketing Strategy, it's time to start getting your business in front of your Ideal Clients.

Here's a step-by-step Marketing Action Plan designed to help you win premium contracts from clients you love working with.

STEP 6. BUILD YOUR ONLINE PLATFORM

The most important place to sell and promote your business from will always be your website, as you own and control it.

Unless you're technically savvy and have lots of time, you will probably want some help from an expert to design and build your site.

The investment in this can be significant, and if you want to be considered a credible authority in your field, then having a fully featured site in due course makes sense as many corporates will check out your website before working with you.

But this Guide is all about Marketing Without Money. So, if you don't already have a website, the most cost-effective way to create an online web presence is with a free Landing Page builder such as that provided by companies like Hubspot.

Their landing page builder is free and very easy to use.

You can create a simple but effective single landing page with a free account and start promoting a valuable Lead Magnet very quickly.

Use a free image library such as Unsplash to bring it to life and a free design tool such as Canva to create graphics.

FREE LANDING PAGE TOOLS:

- Hubspot Landing free Page builder
- Unsplash for free images
- Canva - free account for graphics

Here's an example of a landing page I've created using the Hubspot tool:
Marketing Without Money

STEP 7. PUBLISH VALUABLE CONTENT

The best way to help your potential prospects get to know, like and trust you is by publishing content on your landing page that addresses a problem they are facing and which explains how you can help solve it.

What Is Content?

Content covers any kind of published asset that you have created or curated yourself and published on your website. It can include:

- Articles (blog posts)
- Video
- Images
- Audio (podcasts)
- Events
- eBooks / PDF Downloads

Publishing fresh content achieves three main objectives:

- It positions you as an expert and knowledgeable in your field
- It helps people get to know, like and trust you and decide if they can work with you
- It helps with SEO - if the content you publish is relevant to certain search terms
- It means you have content that you can share on your social media platforms
- There will be more 'touch-points' or opportunities for people to come across you.

To differentiate yourself from the competition and to make sure your prospects can connect with you, it's important to 'take a position' or 'have a point of view' about the way YOU think the problems your prospects are dealing with should be approached.

Your experience, skills, knowledge and personality all contribute to the way you approach your subject. Your deep understanding of your ideal client, your signature framework and your WHY for having this business in the first place also provide reasons why someone will choose you to help them.

Unless you publish your ideas somewhere, you will only be able to convert prospects into clients one at a time, by meeting them and explaining your way of doing things in person.

Valuable Download
One of the most important pieces of content to produce is a 'Lead Magnet' or 'Lead Generator' that is designed to encourage visitors to give you their email address in order to access the valuable content.

It could be a high value white paper, report, webinar, eBook, checklist, Top 100 tips, roadmap/blueprint, quiz or other highly sought after piece of information such as a price list or guide.

But we're 'Marketing Without Money' here, so the most cost-free way to produce a Lead Magnet is to write one using a Google Document and then simply convert it to a PDF.

That's how I created this one!

The trickier part is working out what your prospects consider valuable and giving it a compelling and magnetic title!

You may need to experiment before you manage to hit the sweet spot subject that attracts your Ideal Clients.

You can take things to the next level and make sure your Lead Magnet is branded and designed beautifully using a free tool such as Canva, so that it is easy to read and conveys your premium positioning, but if the information it contains is valuable enough, a simple document can often be more than enough.

FREE 'LEAD MAGNET' TOOLS

- Google Docs
- Canva - Free Plan

STEP 8. BE SOCIAL ON LINKEDIN

Social media platforms are just tools to help human beings connect and engage with one another. We are social beings and like to know what's going on in the lives of our loved ones and friends.

We also want to keep up with news and trends, gossip, entertainment, advice and new information and many of us turn to social media platforms to feed us that information.

We can gently 'permeate' our Ideal Client's consciousness by having an active presence in the Social Media platforms where they spend time. By chatting and sharing tips, advice and ideas about how to approach problems we can help solve, we can spread our message and win the hearts and minds of perfect prospects.

What we must never forget when using social media channels for business purposes, is that they are designed to enable us to interact with people.

They allow us to inform, entertain and educate our audiences and connect with other human beings.

Those audiences do not like or want to be 'advertised' at or 'sold to' by corporate entities or 'social media managers' any more than you do.

But managed carefully and consistently, social media platforms enable our prospects to get to know, like and trust us in an unobtrusive and fairly passive way.

So whether we see a return on our investment in time we spend on social media depends entirely on our strategy.

For B2B consultants, coaches and experts, LinkedIn is the natural choice of social media platform. That's where our corporate prospects, clients and referrers are and can become aware of us.

Consider your LinkedIn profile as an 'awareness' channel where you can share your content and build a community of followers who might be interested in receiving more information and who may give you their email address in exchange for it.

This natural and respectful relationship building approach to social media plays to the strengths of LinkedIn and helps your prospects come to know, like and trust you as an individual and expert, keeping you 'top of mind' and more likely to be considered when they find themselves struggling with a problem you can solve.

By creating a clear social media strategy you will also make sure your efforts and budget are as effective and worthwhile as possible.

There are four aspects to becoming 'known' on LinkedIn.

- Use your personal profile, not a company page (although it helps to have created one)
- Connect every day with new Ideal Prospects.
- Engage every day with your connection's posts.
- Post your own content every day which can consist of stories, testimonials, videos and calls to action.

FREE SOCIAL MEDIA TOOLS

LinkedIn Free Account:

https://www.linkedin.com

I'd love to connect with you here: https://www.linkedin.com/in/anneveh

9. PRESENT YOURSELF AT NETWORKING EVENTS

One of the most useful things to always remember when running a business is that people buy from people, not corporations.

It's you, your personality, expertise, experiences and uniqueness which is going to make people want to do business with you, not your website or business cards. So an essential part of setting up in business is getting out there and meeting other people who are running businesses and who could be potential clients or referrers for you.

Networking meetings provide the ideal opportunity to present your business to potential prospects and fulfil two important parts of your marketing plan.

1. The right group for you (and they're not all built the same way) can provide a support system, so you don't feel quite as isolated as you might when working alone from home. They also usually provide educational talks and advice from professionals, from whom you can learn a huge amount.

2. They can also provide you with an army of sales people who can recommend your services to their clients, colleagues, friends and family.

It's really important to not 'do networking' with the idea that you can walk in and start selling at people though. They will no doubt be an established group and while they're extremely interested in you as a new visitor they don't want or need a hard sell. They want to get to know, like and trust you before you'll start earning their recommendations.

So begin researching networking groups that are likely to attract your Ideal Clients or people who know your Ideal Clients. The best way to do this is to speak to existing or prospective clients and ask about the groups they attend. LinkedIn and Twitter are also good resources for finding them too.

And this is where we can help.

We run B2B networking meetings specifically designed to help corporate escapees and corporate 'escapees to be' to win premium contracts from people they love working with.

You can join us on Zoom or in-person at our beautiful office by the river in Walton-on-Thames, Surrey UK. Details to book are below:

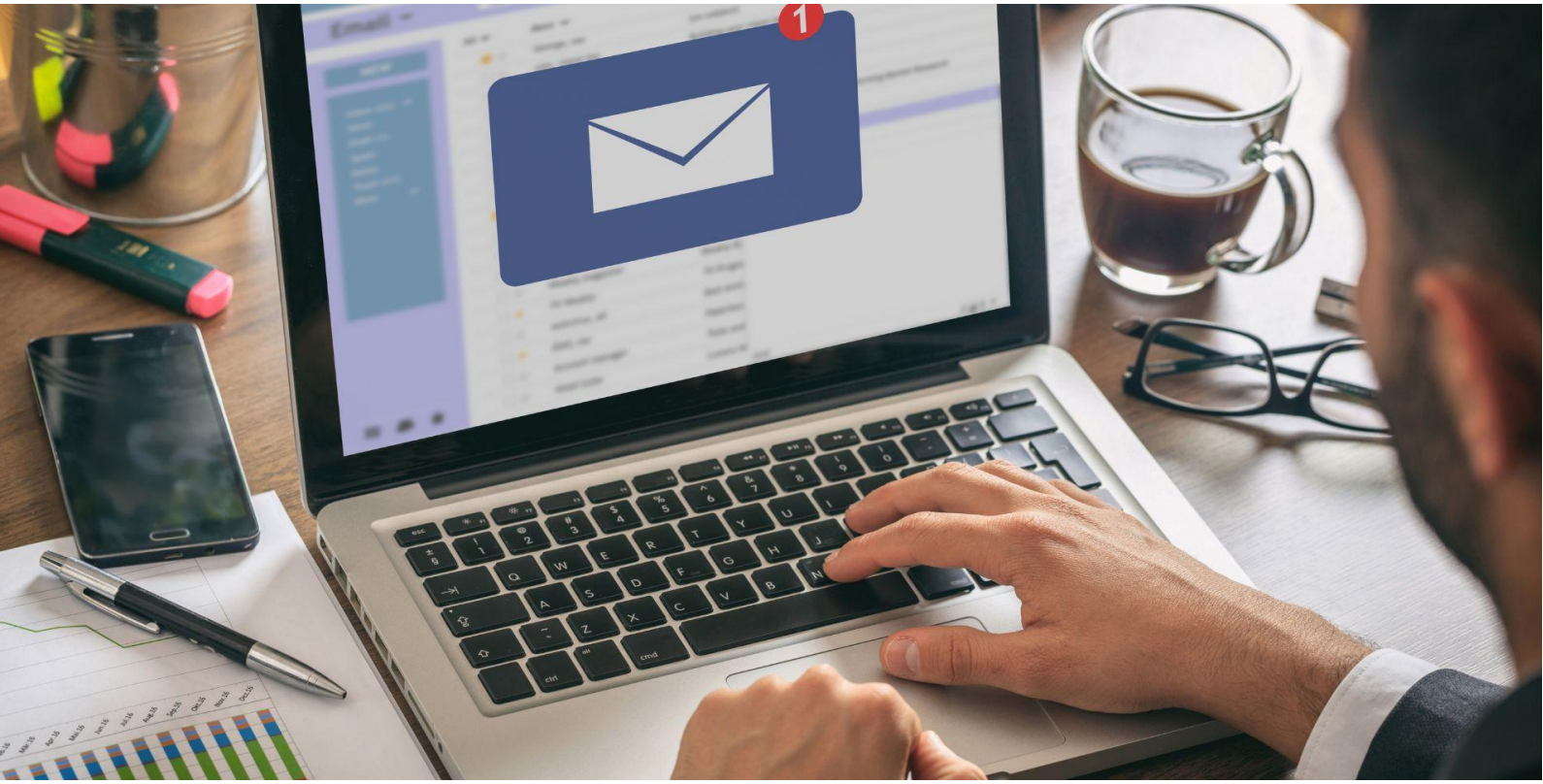
FREE NETWORKING TOOLS

- **The Corporate Escape Club - Local Meetings**
  Two meetings are fully refunded on attendance

- **The Corporate Escape Club - National Meetings**
  Currently always fully refunded on attendance

Book your space here: https://thecorporateescapeclub.co.uk/b2b-networking-meetings/

10. PERSUADE WITH ENGAGING EMAILS



Email marketing is by far and away one of the most effective forms of marketing available to us.

In spite of us becoming ever more protective of our inboxes, receiving a well-timed, relevant email from a company that we know and trust is a non-invasive form of marketing that very often results in a purchase or enquiry.

Even if you choose to invest in a paid Email Marketing account such as the one we love and recommend to our clients - Constant Contact, it's extremely cost-effective and a very simple process to follow – we do after all send emails almost every day.

Email marketing offers us a gentle, unobtrusive way to keep in touch with our prospects and clients and let them know that we're still in business.

Why is it so important to build a client email database?
An active and clean client and prospect database will become one of your most valuable assets.

It will be your cheapest and most effective means of marketing your products and services.

People who have bought from you before are far more likely to buy from you again.

People who know you from receiving useful, regular but not too frequent emails are more likely to choose you as you'll be top of mind and easy to get in touch with.

But it's important to use a dedicated email marketing system rather than your Outlook or Gmail account because they:

- Make it easy for the people on your database to opt-out whenever they want and not be emailed accidentally again.
- It will make sure that you don't accidentally include everyone in the 'Send To' field which is very bad form and in direct contravention of the GDPR Regulations* - this is very easily done using a normal email client.
- It enables you to easily track your email analytics and results

Using a reputable email marketing system supports opt-in or permission-based marketing, which means you don't need to worry about the data protection element unless you start collecting and storing very personal details.

Once someone has downloaded your Lead Magnet, following up regularly with valuable emails that help them to solve the problem they're struggling with is a great, 'light-touch' way to stay top of mind and position yourself as a trusted advisor.

FREE EMAIL MARKETING TOOLS

- Hubspot Email Marketing.
- Constant Contact offers a free trial but this changes to a low-fee monthly plan after.
- Or Google 'Free Email Marketing Systems' to find the latest free tools available.

11. RUN MARKETING CAMPAIGNS

Now you've built your marketing foundations, it's time to proactively promote what you do!

Creating a themed or event driven campaign helps you focus fully for a short burst of time on promoting one product or service to one Ideal Client persona with one call to action.

Short periods of promotion help achieve short-term sales objectives and give a boost of energy and intensity of focus on a particular objective. They should work alongside your overarching strategy, but include SMART goals and, ideally, an offer on which to hook the promotion.

One of the biggest things small businesses owners struggle with is the temptation to try and promote everything you do, all of the time to anyone who will listen.

Or, if things are going well and you're busy, you might take your foot off the promotional pedal while you deliver the work you've won and then only think about marketing again once things go quiet.

By that time, even if you go great guns on a campaign, it's going to take around three months for the work your campaigns generate to get to the point where you can invoice, hence the 'roller coaster' feast and famine of small business ownership continues.

In an ideal world, you will set up and run regular campaigns throughout the year that keep the business rolling in on a predictable basis and the secret sauce to making that

happen is having the infrastructure, templates and processes set up and ready to roll, so they take less time to run.

As a bare minimum plan at least two campaigns which will probably run during the Spring and early Autumn.

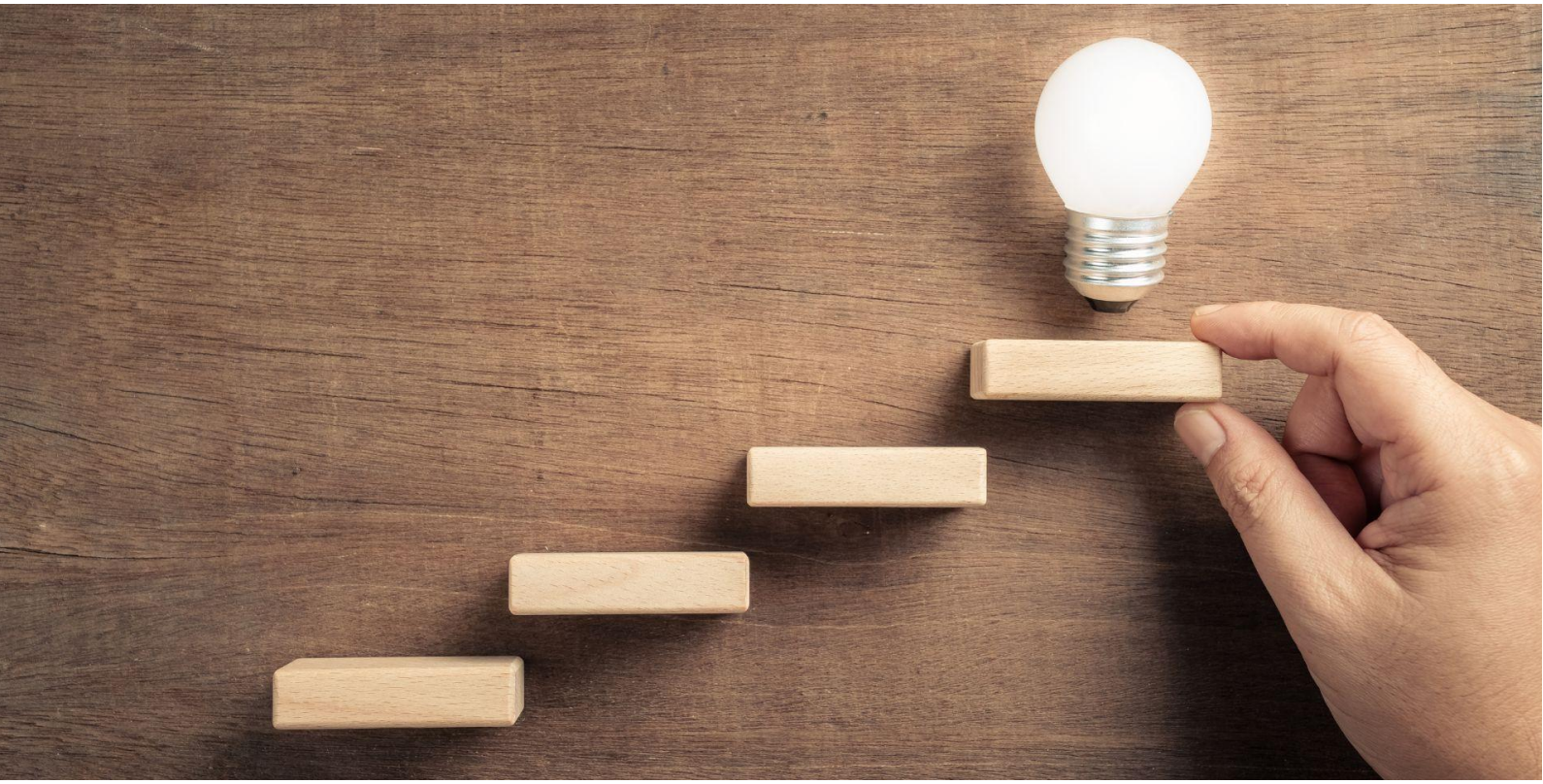
But to really keep things motoring, Quarterly Campaigns which run for a period of one month each time are very effective.

In order to manage that as a solo business owner, it's essential to have your campaign infrastructure and ingredients set up and ready well in advance and in a way which means they can either be re-run multiple times or easily tweaked each time.

FREE CAMPAIGN TOOLS

- Landing Page
- Lead Magnet
- LinkedIn Account
- Free Networking Events
- Email Marketing System

12. MONITOR YOUR PROGRESS



Always measure your progress and keep tabs on what works and what doesn't so you can make sure all your marketing efforts and hard work are paying off!

Analytics don't have to be complicated, but they do need to be monitored regularly and your course needs to adjust according to what you find.

We always say that your goals and vision are your north star and there to guide you but reaching them is often like sailing, you have to tack and adjust course according to the conditions you find yourself in, the path to success is never straightforward!

FREE MEASUREMENT TOOLS

- Google Analytics
- LinkedIn Analytics
- Email Marketing Analytics

So there you have it - a strategy and plan that will help you do Marketing Without Money and promote your business with clarity, confidence and consistency.

HOW ARE YOU FEELING?

Ready and raring to build your marketing plan?

If not, it might simply be that you need some help choosing which problem to solve and promise to make.

Or perhaps you're not sure who to pick as your Ideal Client?

Do bear in mind all these choices are for marketing purposes only. They are not designed to limit you or make you feel trapped by the decisions you make.

They are simply to help you focus and be heard above the noise of messages that your prospects are being bombarded with every day.

If you would like Emma and I to help you create a clear and confident marketing strategy so that you can promote your business consistently and build a pipeline of perfect prospects that you can convert into Ideal Clients, we'd love to help.

Our *Create & Grow your B2B Business* programme is designed to help you turn all your ideas and assets into a clear and streamlined process that allows you to concentrate on doing the work you love.

Instead of continually reinventing your marketing wheel or getting stuck in the weeds of indecision, we'll help you build a solid marketing ecosystem that you can adapt and tweak according to your strategy and market.

And once we've guided you through the process, you'll be able to change tack and adapt your strategy whenever you need to.

If you'd like to discuss how our 1:1 Create & Grow Your Consultancy programme could help you create a clear, confident and consistent marketing strategy and plan and would like to know what's included, please email: hello@thecorporateescapeclub.co.uk to book in a coffee or Zoom with us.

We'd love to help!