



MAVEN METHOD

Strategy, Message, and Media Planning for 2021

VISION

It's December 31st, 2021. You've just had the best year ever in life and business. What had to happen to make this true?

- What would mega success look like in your wildest dreams?
- Whose life are you hoping to change?
- A time machine just dropped you off 5 years in the future. How is your life different from today? 10 years? 20 years?
- You're receiving an award for your life's accomplishments. What did you do to deserve this?
- What pisses you off about the way business is currently being done in your industry?
- What can you do better?
- How can you serve people better?

VALUES

- What are you taking a stand for?
- Whom are you taking a stand for?
- What are you standing against?
- What mountain are you willing to die on for your customer?

- What will you always do in your business, no matter what?
- What will you never do in your business, no matter what?
- What will you do for your team members, no matter what?

VOWS

With your vision and your values clear, what promises will you make to your customer to see them through?

- Are you to be a better option or a cheaper option?
- What meaningful promises will you make for ?
 - The level of convenience you provide?
 - Ease of doing business.
 - Speed?
 - Transparency?
 - Communication?
 - The type of people you hire?
 - The type of people you will fire?
- What products will you commit to carrying and why?
- What products will you never offer?
- What guarantee do you make?
- What recourse do you offer?
- What are non-negotiables for you?

- What kind of business will you walk away for?
- Who will you never do business with?

DEFINING BUSINESS OUTCOMES

What are you trying to make happen this year?

Revenue

- I will earn \$ _____ revenue by _____ (date)

Other Goals

- I will Insert Goal by _____ (date)
- I will Insert Goal by _____ (date)
- I will Insert Goal by _____ (date)
- I will Insert Goal by _____ (date)
- I will Insert Goal by _____ (date)

What is in your way of achieving these goals?

What was your average ticket worth last year?

(Divide your total revenue by the number of customers served)

Based on that number, how many more customers will you need to earn this year?

(Divide your revenue goal by your average ticket value)

Why didn't you earn that many last year?

How many selling opportunities (leads) reached out to you last year?

How many did you set appointments with? *(kept appointments - leads)*

How many did you close?

Why did you lose the ones that didn't close with you?

1. How many because you were priced too high?
2. How many because your product didn't meet their desires?
3. How many because you failed to properly position your product?
4. How many because you didn't follow up and follow through?

This year, what percentage of your business will come from:

1. New customers _____
2. Repeat Customers _____
3. Not-yet-closed customers? _____
4. Already existing recurring revenue accounts _____
5. New recurring revenue accounts _____

What was your total marketing investment last year?

What percentage of your top-line revenue was that?

What was your gross profit margin?

What is your estimated current market share?

Total Customers You Sold To ÷ Customers available in your market

What is your current marketing share of voice in your market?

(Who is making more noise than you?)

(Who has better search ranking?)

(Who has higher impression share?)

(Who has a better offer?)

(Who has more household awareness?)

(Who is more committed than you are to future growth?)

What you have earned now has been a product of the risk you've been willing to take to get to this point. After 10% market share is earned, you will have to do significantly more to get the next 10%.

Are you willing to invest in future growth?

Are you willing for the percentage of your marketing to revenue to go up temporarily for long-term gain? Or is cash flow the bigger concern?

MESSAGE

Who are you talking to?

- Avatar name
- Age, gender ~~~
- Location
- Lifestyle
- Political views
- Describe a day in their life
- Where do they shop?
- What bands do they listen to?
- What do they like to do in their free time?
- Who and what do they admire?

What are their needs, pains, hopes, and fears that you're addressing?

- Needs (customer's void)
- Pains (inconveniences they face):
- Hopes (long-term aspirations):
- Fears (what they don't want to lose):

How can your vision, values, and vows satisfy those?

- We meet their need by (value proposition).
- We make it less painful by (value proposition).

- We satisfy their hope by (value proposition).
- We overcome their fears by (value proposition).

What is the most reasonable next step for action?

- **To have them know, like, and trust us more.**
 - Make a lasting impression with our personality
 - Deliver our message with consistent tone, language, and value propositions
- **To have them take an immediate action with us.**
 - Call
 - Email
 - Visit our location
 - Shop our website
 - Text message us
 - Fill a form on our website
 - Download a guide
 - Schedule a virtual appointment

MEDIA

What percentage of your budget is currently allocated to earning:

1. TODAY CUSTOMERS?

- * Search and Directories
- * Print With Call to Action
- * Home Advisor / Lead Gen services
- * Social Media / Display Retargeting

2. TOMORROW CUSTOMERS?

- * Consistent Broadcast TV or Radio with values-based messaging
- * Facebook Cold Traffic (not retargeting) with budget of \$500+/mo

* Billboards / Lifestyle print

3. YESTERDAY CUSTOMERS?

- * Email
- * Customer appreciation events
- * Letters / holiday cards
- * Follow up calls after install
- * Customer gifts

Based on our goals, what will we invest in each category for this year?

Today Media: \$ _____

Search:

Print:

Lead Buying:

Social:

Tomorrow Media: \$ _____

TV / Radio:

Social:

Billboards:

Yesterday Media: \$ _____

Email:

Mailers: