

# A SPECIAL REPORT

## **The One And *Only* Marketing Plan You Will Ever Need If You Are Interested In Doubling Your Business In The Next Twelve Months**

written by Mike Marchev

***The 12 Words That Have The Power To  
Change Your Life For The Better***

# FORWARD

## Read this Page!

Most people don't take the time to read the "Forward." I am not sure why. Maybe because they are in too much of a hurry to "finish" the book at the expense of internalizing the messages found within. If there wasn't a good reason for having one, more books would not have one. I have one. And it looks like you are reading it. Good for you.

The following quote was the very last thing I decided to write as it related to this Special Report and more specifically, The Marketing Plan. It is a quote taken from a book titled **"The 22 Immutable Laws of Marketing"** by two guys named of Trout and Ries.

**"More money is wasted on marketing than in any other human activity (outside government activities, of course.)"**

I suppose that here lies the reason for my writing this Special Report. I realize the time is always right for you to begin thinking about how you

can continue to waste your marketing dollars in the coming New Year.

I also want to call your attention to the fact that this is the **second take** of this Report. I was fearful my reader would not take joy or find solace in the fact that their life could be dramatically altered for the good by adhering to just 12-words, so I embellished the beginning and began to have too much fun embellishing. Writers often do this ... get carried away with our creative and extraordinary writing abilities ... too many times at the expense of our readers.

The result was that I was taking too long getting to the point. This was brought to my attention by both my wife and a very savvy marketing friend. I capitulated with you, my customer in mind. (Not a bad idea in and of itself. *Are you feeling me?*)

**My overall message remains the same.** By all means, stop making this marketing thing harder and more expensive than it has to be.

Let's get started.

# Your **New** Game Plan Begins Right Now

Marketing Plans have been around for a long time. I am not "dissing" them as it may sound like I am doing. I do appreciate their significance, but I also have come to realize that for all the work and sleepless nights that go into them, very few results can be traced to their existence. In my book that gives them a very low efficiency quotient.

Your biggest problem is simple: Not enough people know you are alive."

If you have a plan and actually plan your year around your plan, and the benefits from doing so are indisputable, I say "Go for it." You are the exception. Keep doing what you are doing.

My 35 years in the marketing arena however, tell me otherwise. Most small companies, and I am betting that you are one of them, make their living flying by the seat of their pants, and it should come as no surprise to hear that you are in very good company.

After all is said and done, with or without a Plan, your biggest problem remains the same: **not enough people know you're alive.** This goes for you ... and this goes for me.

If this true, (and it is true) then doesn't it make sense to focus the majority of our waking hours on meeting more of the right people? Doesn't it make sense to go where the action is and where the activity is? Doesn't it make sense to work on making a memorable and favorable impression once we do manage to call attention to the fact that we can indeed fog a mirror and that we are excited and grateful for having the opportunity to do so on a daily basis?

I will answer these rhetorical questions for you:

"Yes, it does."

## Not ...

Let me point out what is **not** to follow. This Report is **not** intended to replace Professor Phillip Kotter's heavily supported works of business-acumen involving various marketing topics. It is **not** a lecture course on the pros and cons of marketing demographics and/or psychographics, **nor** is it intended to be submitted for any type of Electronic E-Book Award.

Don't make  
this thing  
harder than  
it has to be.

I would like to simply take a few moments of your time to share my thoughts and experiences on how you can double your business in the days to come by adhering to a common sense marketing-biased approach.

As you will soon be finding out, I flat-out refuse to bore myself to tears. I purposely choose to write in a style that sometimes results in a giggle and at times, a hearty laugh at something I have thought of. ***(Hey! It's my party and I'll cry laugh if I want to.)***

Give it a chance. Give me a chance. Give yourself a chance. I believe that if you manage to do what I'm suggesting you do, you will be in for a record-setting exciting and profitable year.

# **Your New ... 12-Word Marketing Plan**

I'm not kidding. This is not a joke. This is a plan. This is a serious plan. This is a plan that involves marketing you and your business for weeks, months, and years to come ... far beyond the next twelve months. This is also a simple plan. This is an obvious plan. This is a plan that you might even want to dismiss simply because it is too simple. This is a basic plan.

**Most marketing  
plans are just  
not realistic.**

## **A Marketing Plan**

As a full time, certified, diploma-proving, seasoned and experienced practitioner of the marketing game I feel more than qualified to share my recommendations and suggestions. The differentiating factor between this and other Reports similarly titled is the fact that for the first time, I believe that this is the one Marketing Plan that you can, and will actually carry out.

With just twelve words I will provide you with a directive that can realistically be followed and which will result in successful future for you and

your company.

That's right. **T-W-E-L-V-E W-O-R-D-S.**

## **Breaking It Down**

### **Part 1: The Twelve Word Marketing Plan**

Once I share these words with you, I want you to read these twelve words a minimum of 1000 times, and then once a day for the next 365 days, or until you double your business.

### **Part 2: Your 1-Page Marketing Worksheets.**

This section is perfect for those of you who don't get your kicks from writing lengthy marketing plans. If you find joy in spending time writing long lengthy marketing plans so you can tell people that you just spent two weeks at some out-of-town retreat writing next year's long, lengthy marketing plan this Report just might not "float your boat." Long, lengthy paragraphs, graphs, ratios, references to on-line articles and four-color bibliographies prominently displayed but seldom referred to is not on my agenda today.

### **Part 3: Some Cool Stuff.**

This is where you will find a lot of stuff. Bonus reports and lots more.



# Part 1:

## The Twelve Word Marketing Plan

**Here is your NEW Marketing Plan.**

These twelve words are about to make an **ENORMOUS** contribution to the success of your company. Don't fall victim to the misinformed practice of equating "value" to "girth."

### **E = mc<sup>2</sup>**

Here you have just three letters and a number that happen to be worth a lot more than the paper they are printed on. Old man Einstein's equation did not have much "girth" either but I am told these five symbols carried a lot of substance.

In like fashion, you are not paying for "words." You are paying for what the words represent, and more specifically, how these words can effectively stimulate your activities which will directly affect the life of your business. Please do not tell me that these twelve words are not worth your investment. Tell me you don't understand me. Tell me you don't want to understand me. Tell me you don't agree with me. Tell me you don't like my

Don't be  
fooled by the  
simplicity of  
this  
marketing  
plan



(I can hear some of you now.) This New Jersey guy is either a crook or he is off his rocker.)

No! This is not a scam. Think about it. Throw all your demographics and psychographics and marketing mumbo-jumbo out the window and do what I just suggested you do. All of your former marketing "crap" has not worked for you up to this point or you would not have purchased this Report in the first place. Am I right? You know I am right.

**Get up! Get out! And make more people glad they know you.**

You do this and you will soon be handling all the business you can possibly handle.

Chances are that this is exactly what you are not doing now on a daily basis. If you are, I am still wagering that you don't do it often enough. The fact is that if you did, you would be in better shape than you are now.

I'm not finished with you yet. Let's break this directive into some workable sound-bites to see how this thing works.

# Get Up!

This clearly implies that you must overcome the power of gravity and that thing we all know as inertia. This is easier said than done. This may even include a hidden message on weight control but that is another subject for another book at another time by another writer.

Most people  
just sit  
around  
waiting for  
their ship to  
come in.

Are you feeling me? Too many people are sitting by their computers ... sitting by their phones ... sitting in front of their TV screens. As Dr. Seuss so **Places You'll Go**" People are just sitting around playing the waiting game waiting in the waiting place.

I quote from the Suess-meister:

"for people are just waiting.  
Waiting for a train to go  
or a bus to come, or a plane to go  
or a phone to ring, or the snow to snow or waiting  
around for a Yes or No or waiting for their hair to  
grow. *Everyone is just waiting.*

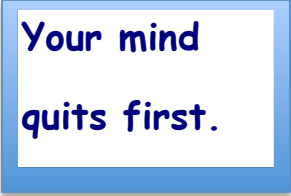
Waiting for the fish to bite  
or waiting for wind to fly a kite  
or waiting around for Friday night  
or waiting, perhaps, for their Uncle Jake or a pot  
to boil, or a Better Break or a string of pearls, or a  
pair of pants or a wig with curls, or another  
chance. *Everyone is just waiting.*"

If you have not done so already, I recommend you scoot on over to Barnes & Noble and pick yourself

up a copy of **Oh! The Places You'll Go** by Dr. Seuss. This is not a child's book. This is a book that could very well change your life. It is also an excellent gift to those who you hold dear who are currently going through life's ups and downs. The next time you're in B&N's, check it out.

## Get Out!

The physical attraction of one's "comfort zone" is also a powerful force. The "office" or the cushy cushions on your favorite chair somehow serve as magnets which keep you upright and positioned in good ... according to me.



Your mind  
quits first.

(See **The Gas Station Story** in The Good Stuff Section of this document.)

While training to compete in the Ironman competition back in 1998, I was often asked "what was the hardest part of training for a 142 mile endurance triathlon?" The answer was simple. It was getting up off the couch to drive myself to the pool at 11 pm each night. Once at the pool, or at the gym, or out on the road I found myself enjoying the scenery fueled by the endorphins that come with exercise. (You should try it some day.) It was getting up of the couch that presented my biggest challenge.

Once out, the rest of the work becomes a "piece of cake."

So why is this so difficult for you? Maybe because you are lazy. Maybe because you are scared. Maybe because you don't trust your associates. Maybe because you fear failure. Maybe ... maybe ... maybe.

Regardless of your "maybe," **getting out** will prove to be the most difficult challenge of your business-related activities. Once **out**, the rest becomes a "piece of cake" as the saying goes. Things will happen as a result of your **out-ness**. I can promise you this.

## Make

This word implies that in order to succeed you will have to do something. (**What were you expecting? A magic pill?**) Of course you will have to **DO** something if you want something to happen. I'll go you one further. If you want something **different** to happen, you will have to do something **differently**.

Here is where your personal skills and strengths come into play. This is where you actually have to "perform." But let's keep this in perspective. Once you can determine what it is you do well and more importantly, what you enjoy doing well, it won't

come as such a chore. Helping people, after all should not come with much pain attached.

See some of the things you can do in the "**Stuff**" section of this document.

## People

**You simply DO NOT have to do business with everybody.**

Here is where you get a deeper dose of my personal slant on things. Let me say this as clear as I know how. Not all people are created equal in the eyes of the marketing aficionado. Not all people are candidates for your services. You don't have to like everybody and you certainly do not have to do business with everybody. You have heard this many times from people smarter than I am: "**You can't be all things to all people.**" For some (many) this is a very difficult medicine to swallow. What you do have to do is segment the wheat from the chaff according to **your** specific parameters, and begin focusing at once on your self-proclaimed "good-guy" list.

Once you can determine who you would like to meet, and where they can be found, the rest of the assignment becomes somewhat academic.

# Glad

I once read that there are only four types of emotions: **Glad**; **Sad**; **Mad** and **Scared**. Three of these have no place in marketing, but one certainly does. Getting people to feel "**glad**" is a worthwhile endeavor and is the name of the game.

How does "**Glad**" happen? Let me count the ways:

**Glad is a good place to be. Glad is the outcome you are seeking. Make others feel glad.**

1. When you make me feel appreciated, I become **glad**.
2. When you make me feel welcome, I become **glad**.
3. When you make me feel smart, I become **glad**.
4. When you make me feel like I contributed, I become **glad**.
5. When you make me feel like I made the right decision, I become **glad**.
6. When you make me feel like my hard work has paid off, I become **glad**.
7. When you make me feel a part of a winning team, I become **glad**.
8. When you make me feel like a winner, I become **glad**.
9. When you recognize me, I become **glad**.

There are undoubtedly many other examples but I am confident that you are catching my drift after just nine examples. Take a moment to list a few more glad-producing strategies that immediately come to mind.



10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

You now have an even dozen with some buy-in and ownership on your part. How cool is that?

**Glad** is a good place to be. **Glad** is the outcome you are seeking. Make others feel **glad**.

## Know

If people are not aware of your existence they cannot possibly decide to do business with you. This, in high end marketing circles, is referred to as a "no-brainer."

**Becoming  
more visible  
is the first  
step toward  
becoming  
more  
memorable.**

Objective numero uno then becomes devising a little "spot light." I suppose if I had to admit it, this is where traditional marketing gambits come into play. From advertising to direct mail; from trade shows to monthly newsletters, these are the ways entrepreneurs choose to get "known."

Getting known, becoming visible and staying visible over time is a key element in today's quest to position ourselves and our companies as the go-to source.

Once your targeted audience becomes aware of your existence however, your job is far from over. It becomes your responsibility to make certain they do not forget you. Never have six small words carried so much weight: **"Out of sight - out of mind."**

Said another way, it is in your best interest if your desired audience remembers you over time. This can be considered a "brain-no-no" but you would be surprised how many companies allow this little truth to fall through the cracks. Bottom Line: Get known - Stay known.

**Are you the best you that you can possibly be? If not, you have some more work to do.**

## **You**

Ah! It always comes back to "you" doesn't it?

Let me give you a small assignment and ask you a few questions: Go take a look at yourself in the mirror.

- (1) Would you like doing business with you?
- (2) If you were not you, would you refer others to you?
- (3) Do you like you?
- (4) Are there opportunities for you to become a better you?
- (5) Or might you subscribe to Groucho Marx's famous positioning statement:  
*"I would never consider joining a country club that would consider having me as a member."*

## ***Shameless Plug***

This probably is as good a place as any to reference my book titled *Become The Exception*. Becoming exceptional today is what will differentiate you from the hundreds of competitors you have out there in marketing land. The good news is that most of your competitors are not doing what needs doing to become the successful people they want to be. This is not a slur. They are humans and most humans choose to "duck" their way through life. This implies that they find a group of other like-minded ducks who look like, walk like and sound all the same while quacking their way to their finish lines in a similar fashion. (This could explain the attraction of associations, clubs and networking groups.)

*Become The Exception* is a sales book that will teach you to take the high road. If I did not write it I would strongly recommend that you buy a copy if you have not already done so. Since I did write it, I insist that you pick up a copy for yourself or a loved one.

See Table of Contents in Part 3

**Hardcopy:** \$20 plus a small postage fee

**Digital copy** of book: \$15.00 with no shipping charges

Send me an email at [mike@mikemarchev.com](mailto:mike@mikemarchev.com)

Plug over. Back to business.

## Part 2:

For those of you chafing at the bit and raring to get down to business, this section just might be right up

*your wheel house. (I'm not absolutely sure what a "wheel house" is but poetic license allows me to toss references like that*

*in from time to time to stroke my ego while keeping you on your toes and occasionally driving you to the dictionary.)*

The 1-Pager Marketing System will help you accomplish your Plan. You will see how this works in a minute.

I'm going to skip the parts about "demographics and psychographics" but since these terms are found in all market plan diatribes, I thought I would at least include them in this section. **The information found in Part 2 is not why you bought this book but it will serve as a guide**

**to help make your future happen.** This is known as **BONUS INFORMATION.**

The 1-Pager in fact can be very effective in planning your future marketing activities. It calls for a handful of worksheets whose purpose is to serve as thought joggers or idea stimulators.

(Samples of these worksheets are included in Part 3.

A good strategy could involve a cup of coffee (or tea if you prefer. I understand that Earl Grey is best when attempting to stimulate your creativity cavity) coupled with some quiet time ... preferably perched in a rail-side lounge chair on the promenade deck just below the life boats of your favorite cruising vessel. I have found this area of the ship to have the most comfortable lounge chairs and is frequently void of boisterous rug-rats and loud first-time cruisers originating from the Greater Metropolitan New York area or from certain counties in Texas. (Don't you just hate generalities?)

The 1-Page worksheet strategy is both logical and practical. In fact, you might even want to plug this

into your "to-do" list once you have digested and thoroughly internalized and implemented the information in Part 1.

Here is what you want to do --- and I have already done it for you in Part 3. On the top of each worksheet, is written a single marketing element. For sake of example, let's use {**ADVERTSIING**}. You then ask yourself what you are going to do about it in the coming year. You write down your responses, unedited. Just get them down on paper. The fine-tuning and final action- plan will come later. For now, just get your thoughts down in a place where you can find them.

**Write a topic on the top of a single sheet of paper and decide what it is you are going to do about it.**

Simply fill in the unknowns as best you can. This will give you a document from which you can change your mind at a moment's notice.

You simply:

1. List the places where you wish to advertise
2. Draft your marketing message
3. List how often you intend to place the ad

4. Research the cost of each placement
5. If you are in the mood, write a few a sentences to yourself explaining why you chose this marketing gambit in the first place.

**I refer you to Part 3 in this document to check out the worksheets examples I have prepared for you.**

# **Part 3:**

# **Worthwhile Reading**

**The Gas Station Story**  
**Become the Exception**  
**The Marketing Definition**  
**Marketing Plan Worksheets**  
**Desk Sign Reminder Template Underlines**  
**From The E-Myth Revisited Link To Another**

## **The Gas Station Story**

New Jersey and Oregon, to the best of my knowledge, are the only states that DO NOT allow their citizens to pump their own gasoline. Yes ladies. If you want smell- free gas hands, you must move to NJ or to Oregon.

The profit from a gas station is made in the bays were all the fix-it-jobs are administered. The gas sales simply pay the overhead. The profits come from the back.

It has been my experience that a young person, or at least a lower paid person, attends the pumps. I have often been put off by the appearance of some untrained gas jockey ... at least in NJ. The owner, on the other hand, can be found in the office staring at the cash register or in the back, telling jokes with the higher paid auto mechanic.



After all, that is where the profits are made ... in the back.

I have always thought this to be ass-backwards. If I owned a gas station, since I cared most about the health of the organization, and since I have a pretty good grasp on etiquette and how to treat people and make them feel welcome, I would hang out where the prospects are. I would seize each opportunity to establish a friendly relationship with what could be considered "future clients" for my back bay (where the money is made.) Are you feeling me yet?

If I owned any type of store, I would either hire somebody who is better than I am at everything or I would concentrate on what I do best and nail my name plate at that job location.

Too many times, owners tuck themselves away in their comfort zone or where they think the most important (or prestigious) location is in their empire. This my friends is called "dumb."

Hey! I do not know one blessed thing about running Ford or GM or Chrysler but I guarantee you that I could lose just as much money as those guys driving to Washington could.

Be smart. Don't fall into the Gas Station Syndrome. You be the one who drives prospects and future customers to your place of business.

# Become the Exception

**Not Just Another Sales Book** *Written By Mike Marchev*

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# The Marketing Definition

There is a major misconception and misinterpretation when it comes to sales and marketing. Too many people confuse the two disciplines.

Sales is not marketing and marketing is not sales. The two are often confused and the difference is significant. You all are marketers but not everybody is a salesperson.

Marketing can be thought of as "setting the table." Sales can be equated to "sitting down and chowing down." Preparing to eat and eating are two very different things in my book. ***How can one confuse the two?***

Marketing is the misunderstood mystery to many people and I want this quandary to be a thing of the past for you. Whatever else you do, you are from this day forward a marketing professional. Marketing is the name of the game. Sales is a foregone conclusion and will unfold naturally if your marketing is carried out on a daily basis.

The basics of marketing are very simple.

**Marketing is about communicating the value of what you offer to those who can benefit the most.**

Want a different definition? Let's go to John Jantsch, author of Duct Tape Marketing JJ defines it as **the discipline of getting people to know, like and trust you.**

I like this definition very much.

## **Getting people to know you; like you; trust you.**

Getting people to call you. Getting people to appreciate you. Getting people to depend on you. And the list could go on.

## **Marketing's Five P's**

I would not be wrong to include a complete and thorough definition of The Five P's of Marketing but if I did, I would be stealing the thunder from the 250,000 other authors who have written marketing books and have them righteously positioned on the bookshelves of Barnes & Noble. Why reinvent the wheel?

In case you ever find yourself on a game show or jockeying for a spot on **Are You Smarter Than a Fifth Grader**, allow me to shed a little light on the subject. The 5 P's are Positioning; Promotion; Packaging; Persuasion and Performance.

**Positioning:** You have heard this more than once. "You can't be all things to all people." To be effective, you have to decide exactly -- as best you can -- what your prospects and clients "think" they are buying and what exactly -- as best you can -- what you are supplying to this defined audience.

I suppose this is where the demo- psycho graphic thing comes into play. The truth is that many, if not most, businesses do not have a clue where they stand in the value equation between them and their audience.

To help you in this area, I decided to toss in another BONUS for you. Here is the link for you to download

another Special Report of mine titled **Your Elevator Speech**. The **ES** is also referred to as your audio logo by a few people smarter and wiser than I

am, but I simply cross it off as the tomato/two-mah-toe thing. I say niche, you say neesh. Go get your Elevator Speech at [www.marchev.net/Elevator.pdf](http://www.marchev.net/Elevator.pdf)

***It is my gift to you.***

**Promotion:** This could very well be the weakest link in your chain. Men are better at this than woman but I don't want to get into that discussion today. Trust me. I am right on this one.

Getting your message out to the right people on a regular basis is essential today. There is too much noise out there to think for a moment that your impression will stick in the mind of your audience. You can thank the internet for this or blame it on an epidemic of ADD. Your choice.

**The Rule of 7** suggests a consistent approach by recommending a minimum of seven touches or contacts in each 18-month period. There is nothing magical about these numbers. They are intended to suggest consistency in your approach. That's all.

**Packaging:** We all know who we are and what good intentions we have for our clients. We know but others don't know. And all they have to judge us by is what we provide for them to judge us by. Pretty profound, eh?

I often question my magnetic attraction to Barnes & Noble. I ask myself if it is the books, the information, or the

colors and pretty rectangular boxes positioned on so many shelves.

I have the same attraction in computer stores like Best Buy. People's eyes are drawn to other objects positioned in magazines, super markets and clothing stores. Even people walking down the street demand attention from others when appropriately outfitted. These are all examples of "**packaging**" my friends and like it or not, believe it or not, endorse it or not, your package is either attracting or repelling potential business candidates. I want you to think about this long and hard. Women are better at this than men.

This concept touches every single aspect of your business including, dress, grooming, shoes, style, car, brochures, letters, envelopes, telephone protocol, PowerPoint Presentations and every single aspect of your life and business. ***People are making judgment decisions on you as soon as you roll out of the sack.***

Again, this is not intended to replace John Malloy's famous Dress For Success book written over 25 years ago, but it is a reminder to start paying closer attention to how you are presenting ***your*** package.

**Persuasion:** This is not to be confused with the art of fast-talking or

being birthed with the gift-of-gab. I interpret this "P" as being synonymous with an enthusiastic delivery style where you see a definite "fit" between service and prospect. Selling ice cubes to Eskimos is not our intent. Offering the right fix for the right problem to the right



person at the right time for the right price is the name of the game.

**Performance:** Okay. It is time for another weather-torn, dog-eared motivational phrase dangling on the precipice of gag-o-mania.

Here goes: There are three categories of people:

1. Those who make things happen;
2. Those who watch things happen;
3. Those who wonder **'WHAT'** happened?"

Be a doer. Get into the fray. Fail faster. Learn from journey. Make the call. Live life like you're dying.

The reason I am not elaborating on these five points is simple. It is spelled information overload. I promised you a tightly written, succinct capsulation of what I believe will propel you to the head of the class in the coming year. The twelve words tattooed on your forehead are all that is required for you to ply your trade in a superior fashion.

# Marketing Plan Worksheets For 1-Page Marketing Plan Program

On the following pages of this document, I have "tried" to grease the skids for you as far as your **1-Page Marketing Planning** goes.

There is nothing magical or sacred about these pages. They have been included for you to print and use if, and only if, you feel they can help you organize your thinking.

My suggestion is for you to commit to the 12-word plan of attack for the coming year, and then to print a working copy of these sheets for you to use accordingly.

Let me know how these help you.

Mike

mike@mikemarchev.com

# Advertising Worksheet &

**Thought Jogger** *Your biggest problem is that not enough people know you are alive.*

**Draft your advertising message.**

**What is it you want to tell your audience?**

**List the places you wish to advertise with contact name and address**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**List how often you intend to place the ad (Frequency)**

(weekly) (monthly) (Quarterly) (Yearly) (On-demand)

**Research the cost of each placement**

Estimated cost for each location. vehicle, organization:

Write a few a sentences to yourself explaining why you chose this marketing gambit in the first place. This will get you thinking and I am hoping will support your decision. In a few cases, you just might write your way out of spending unnecessary funds.

# **TV - Cable Worksheet & Thought Jogger Where:**

**When:**

**How Often:**

**How Much:**

**Contact Information:**

**Why:**

# **Sales Letter Worksheet & Thought Jogger** Should I, and can I, be introducing myself to more prospects and potential customers on a regular basis? Yes No

**Step 1:** Update and refine my databases.

**Step 2:** Determine what segment of the industry (world) I plan to approach. i.e. church officials, doctors, school teachers, small corporations, clubs, associations etc.

**Step 3:** Draft a lousy letter to my target audience. (I suggest a "lousy" letter because I know you can do this.) Once your draft letter has been initially documented, you have plenty of time to edit it into a "good" letter.

**Step 4:** Decide how many times a year (formally) you plan to initiate your letter campaign.

**Step 5:** To the best of your ability, decide how much each letter campaign will cost. Take into consideration the number of people you will be writing to; stationery costs; postage; time.

**Step 6:** Outline your follow-up procedures. For each sales letter you write, you should have a set of follow-up procedures. This might include additional letters, phone calls, emails, postcards etc.

Don't make this harder than it has to be. You want to make somebody aware of your existence along with your sincere interest in learning how you can help them. Don't get cute and don't get crazy with this element of your plan.

# Cold Calling Worksheet &

**Thought Jogger** *"Many of you have come to believe that "cold-calling" is a four letter word.*

***It isn't. In fact, it has eleven letters." Mike Marchev***

Regardless of how you feel about this, there comes a time for an initial unsolicited contact with people. If you send me an invitation to your retirement party (and you don't know me that well at all) that is a "cold call." That would not be hard to do, would it? ***Keep this cold-calling thing in perspective.***

**Make a list of who you would like to meet in the next 12 months.**

Let's limit this list to one a month to make the assignment palatable.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

**Rough draft a calendar schedule to help organize your attack**

Remember. People cannot do business with you if they don't know you are alive. The first step in any relationship is to establish "***aliveness***."

**Aliveness: The act of knowing that somebody has the ability to fog a mirror.**

# Referral Worksheet & Thought Jogger

This is commonly thought of as one of the best ways to grow a business. It is also by far a most popular "cop-out" for people who are scared to death to do anything proactive that might force them to ***get up, get out and make more people glad they know them.***

The easy way out is to just sit around and wait for a really cool person to introduce you to another really cool person. There is no other name for this behavior. This is known as a ***COP OUT!***

I am not suggesting that referrals are not good things, because they are. In fact, they are excellent things. I just don't believe you can dump your entire future on the kindness other people.

## **Referrals.**

1. Make a list of all your top accounts/clients and determine whether the best avenue to take with them is a phone call, letter or personal contact.
2. Ask them to "introduce" you to one of their associates so you can "write" them an introductory letter.
3. Decide how many of your contacts might be receptive to this idea.
4. Put into writing how many referrals you are seeking in the next 12 months.
- 5.** Commit yourself to seeking this exact number of Referrals in the coming year.



**Caution:** Referrals are easier said than done. Many people may be pleased with your services but they don't see the benefit of compromising their relationships with others by bringing you into the mix.

This is not bad nor is it selfish. Just realize that many of your good clients still may not feel comfortable passing along your name. If and when this is the case, do not take it personally.

**Case in point:** I may love you to pieces but I am very reluctant in putting my hard- fought relationships into the hands of a third party. Call me selfish or call me one smart cookie. Referrals are harder than the teleclasses make them out to be.

# **Networking Worksheet & Thought Jogger**

Networking is perfectly fine when executed properly. Personally, I am not very good at networking and I do not enjoy participating in these types of events. For you, it may be fun, exciting, informative, beneficial and very worthwhile.

Just remember that you are not there to "sell." You are there to meet people and to learn where they are coming from. The purpose is to learn how, and if you are in position to help them. A winning networking motto could very well be **"what goes around, comes around."**

**Where:**

**How Often:**

**My Objective:**

**My Networking Database:**

This is a separate list of those people you meet while networking. Its purpose is to help your follow-up efforts with your new "friends and business acquaintances" as promised.

## **Postcard Worksheet & Thought Jogger**

This vehicle makes a lot of sense to me. With postcards, people might actually read your message. This is a good outcome. If they don't, chances are good you and your company will still make an "impression" as they toss the card into the nearest waste basket. Last but not least is the fact that the postage for postcards is still cheaper than a first class postal stamp.

**What card:**

**What to say:**

**Mailing to whom:**

**How often:**

**Where do we get them?**

**What kind of follow up: Check this outfit out:**

**[www.printsmadeeasy.com](http://www.printsmadeeasy.com)**

# Website Worksheet & Thought

## Jogger

I'll be the first to admit that I am not a website guru by any stretch of the

imagination.

I would like you to check out just two things when it comes to your website.

1. Take the time to go through every page on your entire site every quarter (or more often) and click on every link to see that they are working properly.

2. If at all possible, try to put a "come-to-me" device on top of your home page. Go to <http://www.headfirstsales.com> to see what I am referring to. Scroll to the bottom of the page. I have an offer for an article titled **9 Reasons Sales Professionals Are Not More Successful.**

There is a very good chance that you and I began our relationship thanks to this very offer. This "2-step" approach works and it will help drive people to your site for reasons other than saying, "Hey Bub. I have a good idea for you. Go to my site right now because it is a really cool place to waste

some of your valuable time. I spent a lot of money on my site and I really would appreciate it."

Make your website a place to go for **meaningful information**. This implies that it would behoove you to keep it fresh and up-to-date. This means "work." Sorry. (Behoove? Look it up.)

# **Article Worksheet & Thought Jogger**

Am I planning to put any of my thoughts, ideas and experiences into print this

year? If yes ....

**Where**

**How Often**

**Title of Article**

**When do I plan to start my draft?**

**Who will I have edit?**

# **Positioning Worksheet & Thought Jogger**

**How do I want to be positioned in my particular marketplace?**

**Leisure**

**Corporate**

**Group**

**Cruise**

**Adventure**

# **Packaging Worksheet & Thought**

**Jogger** Make no mistake about it. In a me-too world your initial impression is important. **VERY IMPORTANT.**

Give your appearance some thought. **SOME SERIOUS THOUGHT.**

**Check out and approve my appearance:**

**Store  
Window Layout  
Attire**

**Grooming**

**Business Cards**

**Racks**

**Stationery**

**Brochures**

**Presentations**

**PowerPoint Slides**

**Sales Letters**

**Postcards**



# **Special Events / Trade Show Worksheet & Thought Jogger**

**What: When: Where:**

**Projected Costs:**

**1. Advertising**

**2. Promotion**

**3. Printing**

**4. Materials**

**5. Staff**

**6. Phones**

**7. Postage**

**8. Booth Expense**

**9. Follow Up**

# **Flyer** Worksheet & Thought Jogger

**What**

**Why**

**When**

**Content**

**Cost Distribution List**

# **Email** Worksheet & Thought Jogger Ezine

**How often To who**

**Subject Line**

**Subject Line**

**Subject Line**

**Note: The subject line is the most important element of your email. **Plan on spending more time on your subject line.****

**A Sign For Your Bathroom  
Mirror, Desk, Refrigerator, Car  
Dashboard, Wallet, Purse, Gym  
Locker, etc.**

**Get Up! Get Out!  
And Make More  
People Glad They  
Know You.**

# Underlines -

## *Some Things To Think About*

**From:**

**The E-Myth Revisited by Michael E. Gerber**

I wreck books while I read them. Ever since I stopped "borrowing" books from the public library and started investing in my own collection of other people's experiences, thoughts and interpretations, I adopted the practice of highlighting, underlining, circling, writing reminders on inside flaps and in my single days, scribbling a phone number now and then on page 22. (Why page 22? I'll let you think about that for a while. Shoot me an email at [mikem@marchev.net](mailto:mikem@marchev.net) for the method behind my madness once you have exhausted all possibilities. (Back to business)

Just for fun, I flipped to the chapter dealing with marketing in **The E-Myth** book to share a few passages that I found significant enough to mark for future review. Here goes:

**p. 218: Forget about everything but your customer.**

**My two-bits:** If you happen to enjoy the habit of eating regularly, and customers are the ones who can make that happen, then I say focus on the people who carry the wallet.

**p 218: It's what the customer wants that matters.**

**My two-bits:** Who cares what you want? First things first. "Who is carrying the wallet?"

**p 219: Nothing escapes your customer as he absorbs the information he uses to make decisions to buy or not to buy.**

**My two-bits:** People are always watching you. This may be the only sentence you need to internalize in this Report if you are looking to justify your investment. You can take this one to your grave: "People are watching you." Always act as if it were true ... because it is.

**p 220: It's your customer's unconscious mind where the action is.**

**My two-bits:** I'm not quite sure why I underlined this one. Maybe I was testing to see if my highlighter had run out of ink. I think this means that the mind is stronger than a logical argument.

**p 221: In a TV commercial, we're told the sale is made or lost in the first 3-4 seconds.**

**My two-bits:** Don't screw up your grand entry.

**p 221: In print, 75% of buying decisions are made at the headline alone.**

**My two-bits:** This percentage is significant and we should all take heed. By "headline," you can equate this to "SUBJECT LINE" in your emails. I also endorse the concept of having a "Headline" at the top of your sales letters. This piece of real estate, the headline, simply announces in BIG PRINT what the reader can expect to follow. Promise big ... deliver big.

**p 221: in presentations, the sale is made in the first 3 minutes.**

**My two-bits:** I would like you to remember that is not necessarily "what" you say in the first few minutes of your presentation that is so important as it is "how" you say it. **Enthusiasm sells.** You can take this little bit of advice to the bank.

**p 225: Reality only exists in someone's perceptions, attitudes, beliefs and conclusions.**

**My two-bits:** Beauty is in the eyes of the beholder. Capiche?

**p 225: Find a perceived need and fill it.**

**My two-bits:** This sage marketing advice is as old as dirt but seldom practiced. *The best way to find out the perceived need is to ask people what they are searching for.* Let's not make this marketing thing harder than it has to be.

**p 226: We have entered the "unforgiving age."**

**My two-bits:** We have all heard the phrase, "You made your bed, now lie in it." In a world filled with options, consumers have enough choices to "kiss-you-off" and the horse you rode in on. Don't screw up in the first place, and you will never have to worry about asking for forgiveness. But if you do manage to stub your toe, be quick with the mea culpa's. Who knows? Your client just might forgive you.

**p 231: Some call it lead generation, lead conversion, client fulfillment. You can call it marketing, sales and operations.**

**My two-bits:** I call it getting up, getting out and making people happy.

**p232: And it never stops.**



**My two-bits:** You have heard this said a zillion different ways from a zillion different people. Churchill put it this way:, "**Never, never, never quit.**" Others have said that it is not how many times you get knocked down. It is how many times you get up. Yogi said, "It ain't over 'til it's over." I said, "Bada-boom. Bada-bing. Bada Bang" And the beat goes on.

### **p 233: Continuous improvement.**

**My two-bits:** This is often referred to as ***Kaizen***, which is the Japanese word meaning the same thing. If you can improve some area of your life by just 1% daily, in a short 70 days you will have doubled your skill level in this area. Go ahead. Prove it on your own excel spreadsheet. Take any beginning number, say 10. Multiply ten by 1.01 for 70 cells and you will have "20" or double your initial starting number, in your case, ten. Go ahead. Try it.

### **p233: To deliver the promise no one else in your industry dares to make.**

**My two-bits:** Most people today are joiners. They belong to like-minded clubs and organizations and take great pride in wearing their team's colors. This is not bad in and of itself. It just reminds me

that if I had to choose between a duck that follows the bevy of quackers, or the eagle, who soars high above the land, I know what bird of a feather I would cold call.

And there you have a few more things to kick around at your next sales meeting ... **Words by Gerber ... Underlines by Marchev.**

# Your On-Going Marketing Commitment.

Raise your right hand and repeat after me:

"Mike, your refreshing approach to sales and marketing makes a lot of sense to me and I see the value in keeping things simple in a world that seems to run on frustration while making things as difficult as possible.

I have every intention of ***getting up ... getting out ...and making more people glad they know me*** in the next twelve months.

To indicate my sincere intentions, I will now click on the following

link which will give you permission to send me monthly ***email communications*** to check on my forward progress.

Thank you and Go Mets!"

(You can put your hand down now.)

## My Final Salvo

**This was not a joke.** As a matter of fact I was as serious as I knew how to be. The Marketing Plan Document that you just purchased actually works and it was a wise buying decision. **The Plan will work for you, and yes, it only takes 12 words to remind you how to get ahead and stay ahead in today's marketing arena.**

I am very serious when I say that the vast majority of people in your line of work do not have any plan whatsoever. The few who do take the time to plan, turn it into a fruitless exercise while spending most of the year bemoaning their lot in life.

You can take all your charts, graphs, statistics, quotes from industry "experts," bells and whistles and send them back to Travel Weekly, Travel Trade, Topaz or whoever you want to send them to. I am not saying they are not accurate or of general interest. I am simply saying to you, "what do they have to do with your immediate eating habits?"

I was not teasing you when I asked you to find the time to read and think about my thoughts on the coming year. Eating regularly was never a game to me nor should it be for you. Your family is depending on you for results ... not activity.

Don't dismiss this Plan as another example of marketing tom-foolery. Think about the enormous effect these twelve words can have on you and your future relationships. Dare to trust me. Dare to trust yourself. And dare to trust your future to the adherence of these twelve words.

Time is a-wasting. You can't afford to delay another minute before putting next year's Marketing Plan into motion today.

Now that you know what to do, the time is perfect to .....

## **Get Up! Get Out! And Make More People Glad They Know You.**

**SPECIAL REQUEST:** Please take a minute to tell me the good, bad and other feelings you might have as they pertain to this document. **Your feedback is very important to me.** If I am to continue to offer more documents like this one, I need your feedback. Thanks.  
**MIKE@MIKEMARCHEV.COM**