



Sandra Martini
more time. more profits. more life.

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Strategic Marketing Action Calendar: Where Results Are Created

Before you get into the WHAT of all this, let me say that I intentionally didn't write a long, standard information (sales) letter/page.

The reason is simple – after reading this through, you'll know if it's right for you or not.

The economy has shifted. About 3 years ago I started calling it the "New Economy", knowing that we weren't going back. Since the New Economy arrived, several things have happened:

- more **small businesses are failing** than ever before
- several in the "**guru market**" have **filed bankruptcy**
- **my husband was downsized** and **my business became the sole source of revenue, and health insurance**, for our family -- it's all well and good to talk about not having a "hobby" business, but until you're business is the only income source, you don't truly appreciate what has to consistently happen to sustainably grow and maintain a business

Happy news? No, of course not, but it is reality. And reality is that I know how to build and market small businesses.

My approach:

- Start with a **client focus** and never lose it
- Hold clients accountable to their goals -- be the **voice of your business**, even when it means nudging you out of your comfort zone
- Treat every prospect/website visitor as if they're our **best client**
- Incorporate the **tenets of Extreme Client Care™** such that every client considers my business part of their business and becomes a raving fan
- **Give you the tools and means to succeed** when you take consistent action: the future of my business depends on the future of your business
- And, in those rare instances **where I care more about your business** than you do, **keep you as a friend and let you go as a client** as neither one of our businesses is being served.

People don't want to be sold to. They want to be consulted with, educated and believe that, of all the things they're spending their resources (time, energy, money) on, you're offering the best investment for a particular need.

My question to you. . .are you?

You see, prospective clients are super busy -- always "plugged in", multitasking, overwhelmed and looking for things which are easy. Remember the Staples Office Supply Store commercial with that red "easy" button?

Your goal, as a business owner during times in which your customers and clients are:

- more concerned about finances than ever and
- looking for easy, easy-to-understand, time-and-energy-saving solutions to their problems

is to simplify their decision to invest with you. It really is that simple.

From the standpoint of your business, it's like putting together a jigsaw puzzle:

- start with the end pieces and build the framework
- identify the key pieces and put them where they belong
- fill in the rest

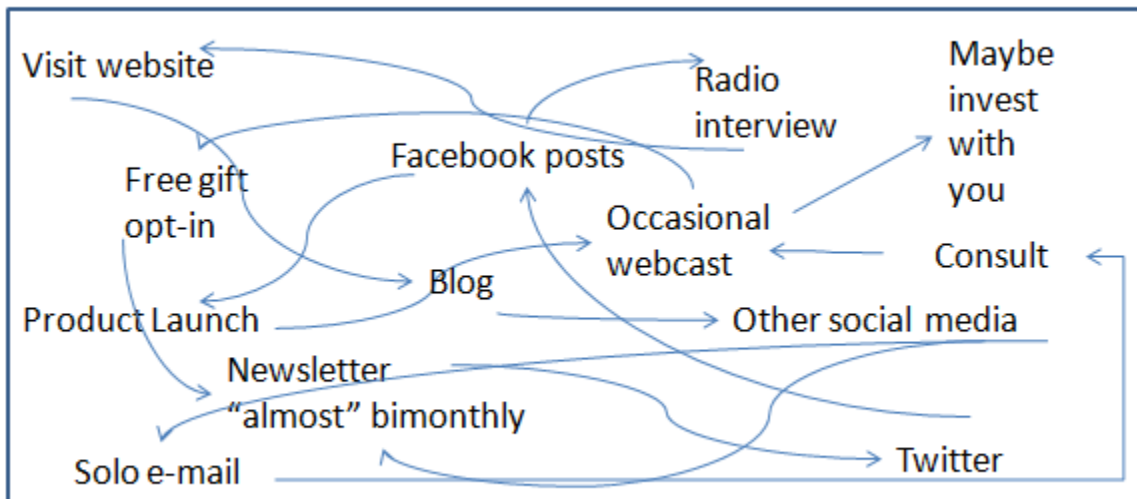
The challenge of course is that with typical jigsaw puzzles, there's a picture, something to use as a reference. With your business, things are a little different.



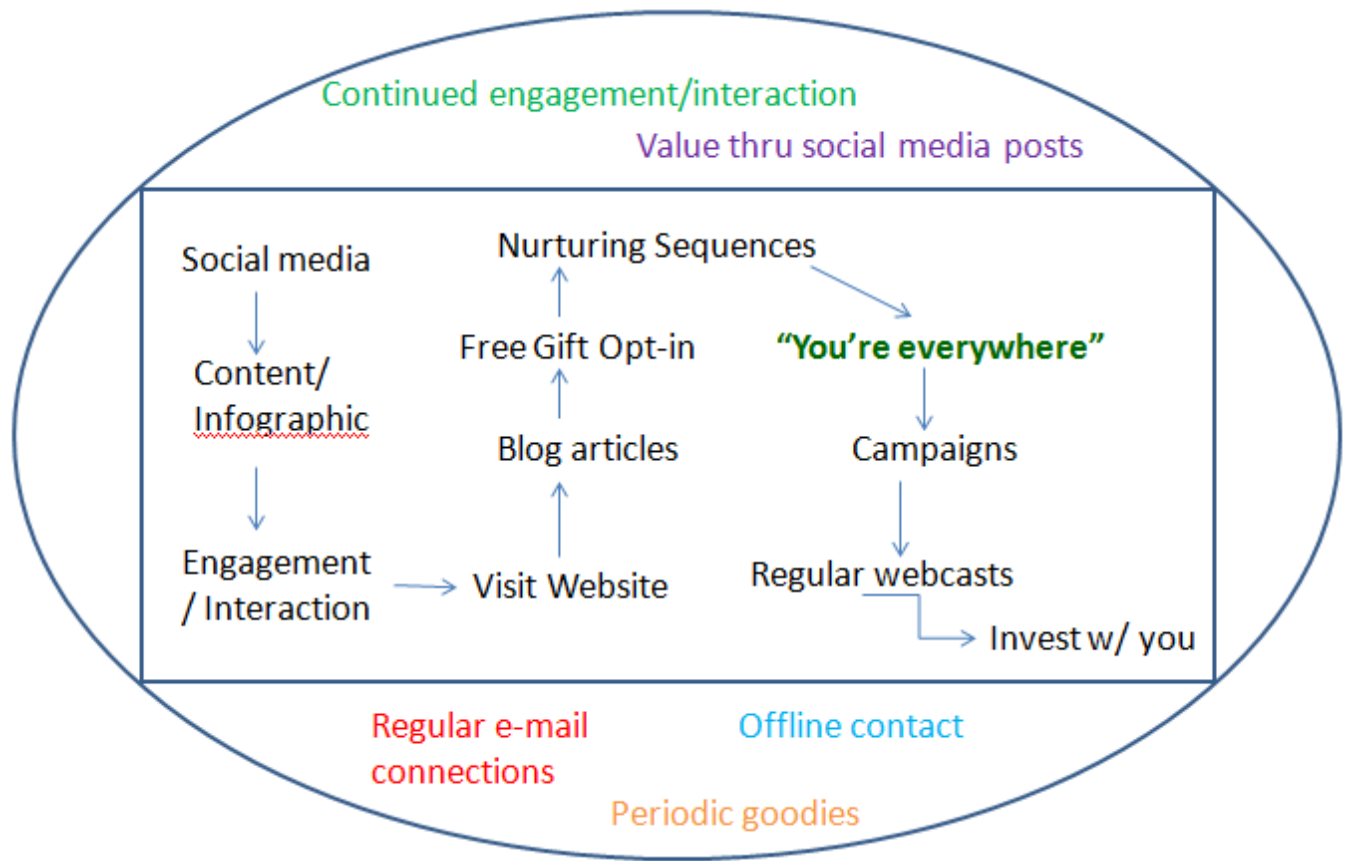
The picture is whatever you'd like it to be. That's both wonderful and not:

- Wonderful as you can literally **create whatever you can dream of**
- "Not" as you're **likely tweaking and adapting that picture** and your business can't keep up with the changes. You've got a bunch of **mismatched pieces** trying unsuccessfully to squeeze into some semblance of a complete picture.

When thinking of your marketing efforts, do they look a bit like this:



or are you consistently educating and nurturing your clients and prospective clients such that, when they're ready to invest you're the only person they think of? More like this:



The names and activities will change depending on your industry and personal strengths, but the concept is the same:

- a planned path, some would call it a funnel, for your prospective clients to follow
- different doors, different entry ways into your business, all leading towards investment in your programs, products and services
- content which naturally flows -- not the result of "what can I talk about today" and lends itself to repurposing in multiple media throughout the internet

If your marketing and sales processes are more a tangled mess than a coordinated effort with efficiencies realized throughout, it's time to create an Engagement and Nurturing Plan for your business.

Imagine a business where:

- all your effort does double or triple the work it does today
- you know what you're doing today, tomorrow, next month and next quarter
- you make an offer -- not only do people sign up for it, they refer others
- when an opportunity arises, you can jump on it knowing you have the material without having to drop everything and scramble

It could be yours. See the next page for a description of our "SMAC: Where Results are Created" Program.

Strategic Marketing Action Calendar: Where Results are Created Two Options

Description	Prescriptive	Partnership
Baseline Canvas to determine your current overall business baseline and foundation, focus on marketing and sales	Included	Included
Diagnostic Private Call to determine goals and next steps	Included	Included
Customized "Take Action" Steps	Included	Included
Private Call to determine Growth Strategy for next 12 months (specific items will depend on your Business Baseline and our conversation).	Included	Included
Strategic Marketing & Promotional Calendar created for you from our "Growth Strategy" call. Calendar will be for next 12 months.	Included	Included
Private Call to determine specific Engagement and Nurturing Plan -- includes Connection Plan, Survey Creation (as necessary), Repurposing Strategy and Topic Outline -- may be broken into two calls	n/a	Included
Comprehensive Strategic Marketing Action Calendar created for you	n/a	Included
Email Follow-up: You'll receive email reminders and tips for 60 days after creation of SMAC to follow-up and ensure you stay on track	n/a	Included
Two 15-minute check-in calls anytime during the 60 days after you receive SMAC so you can get support and mentoring on the topic of your choice	n/a	Included
Complimentary membership in any of my virtual group programs through 12/31/2013 (includes Get It Done Right Community)	n/a	Included
Access to Sandy's Private Email and Cell (for quick texts)	n/a	Included
E-learning Platform with access to templates, planning tools, spreadsheets, and other resources etc.	Included	Included
Exposure through Sandy's Classes/Events Website Page, Social Media and Weekly Ezine for extent of your program	n/a	Included
Single Investment	<u>\$997</u>	<u>\$1,997</u>
Installment Investment	<u>Two installments of \$499 each</u>	<u>Three installments of \$670 each</u>

You'll notice that most of the calls don't have times specified. That's because our goal is to get to the end result, not watch the clock.

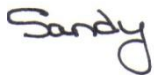
For planning purposes, I believe it'll take an average of 60-minutes for each call. Some may be shorter and some may be longer. The "Partnership" Option includes a call on Engagement and Nurturing Plan which may take 60-90 minutes and, depending on timeframe of plan require 1-2 calls. We'll determine this together based on prior calls.

I could have inserted a testimonial every three paragraphs, but decided not to in order to save paper when you print this – you can see a on every page of my website at www.SandraMartini.com, just be sure click through the website pages several times as the testimonials continuously change.

I'm not going to attempt to convince or sell you. You know if this program is what you, and your business need. If you choose to enroll, know that I'll do everything within my abilities to ensure you the best experience and results possible.

Are you ready?

In full and unwavering support of you, and your business,

A handwritten signature in cursive script that reads "Sandy".

Small Business Strategist and Marketing Expert

Disclaimer Required by Law: We don't believe in get rich programs or promises of "6 figures in 60 days". We do believe in hard work, adding value, creating engagement and providing Extreme Client Care™. Our programs are intended to help you design and grow your business with authenticity and integrity so that you may have a positive impact on the world. As stipulated by law, we can not and do not make any guarantees about your ability to get results or earn any money with our ideas, information, templates, checklists, strategies or other tools.

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