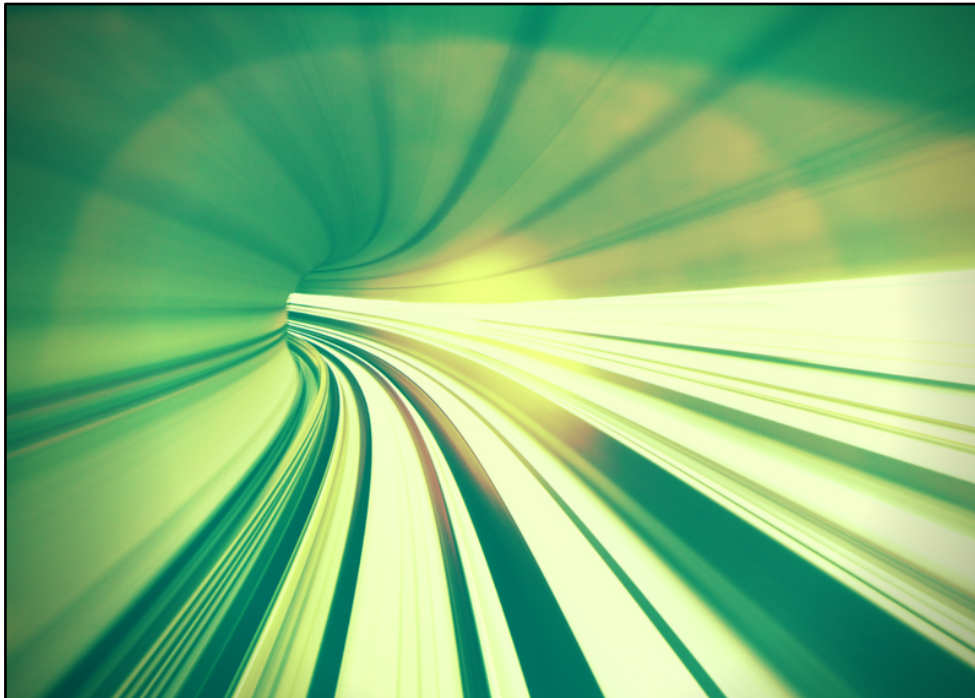


Fast & Focused Marketing Plan

Overcome the Overwhelm & Start Getting the
Results You are Looking For



Course Book



Table of Contents

Introduction (Audio 1.1)	4
Define Your Foundation (Audio 1.2)	8
Identify Your #1 Marketing Goal (Audio 2)	16
Select Your #1 Marketing Strategy (Audio 3)	21
Specify Your Action Plan (Audio 4)	27
Communicate Team-Wide (Audio 5)	32
Conclusion	37

Introduction

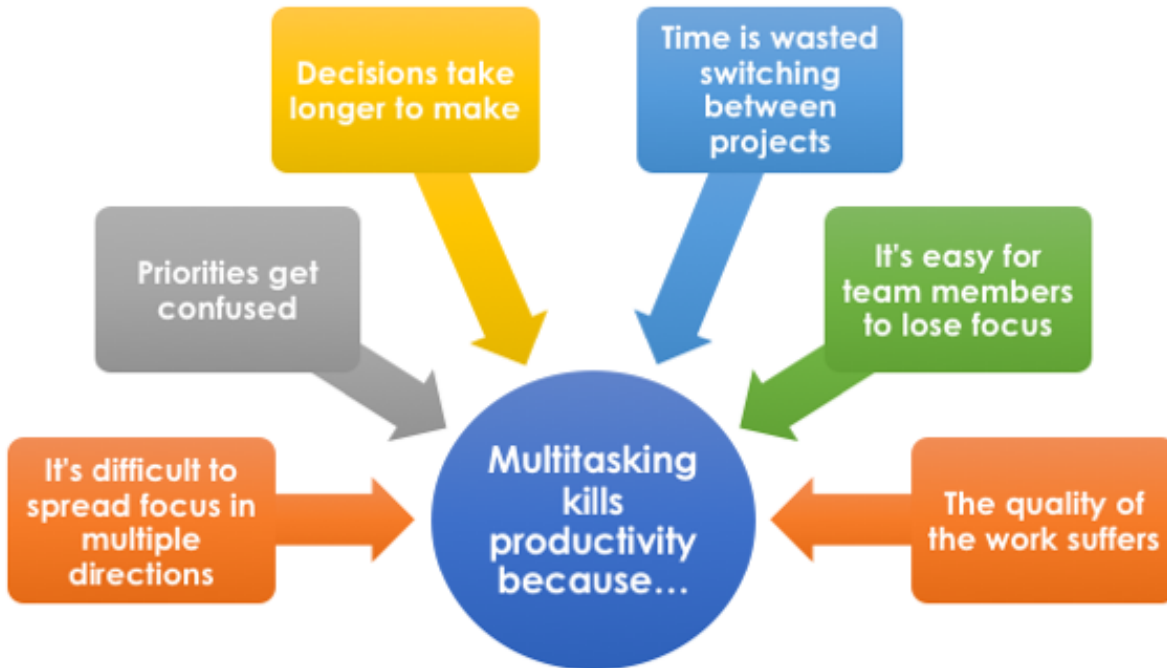
In today's world, there is a plethora of online and offline marketing strategies. Many of them are free or very low-priced, and the majority are easy to implement. When business owners start to learn about marketing, they're likely to download a virtual stack of information products that each teach another strategy "guaranteed to produce results."

Why does all this effort and learning so often produce zero results? The reason is that by leaping in to learn and implement every possible strategy, you get overwhelmed and can't focus on one approach long enough to see results.

Common business wisdom has told us for many years that multitasking is a virtue. The ability to handle a variety of tasks at one time is a valuable quality in an employee or business owner. However, the truth is that multitasking kills productivity, and that includes effective marketing.

Multitasking kills productivity because:

- It's stressful and difficult to spread your focus in multiple directions
- Your priorities get confused
- Decisions take longer to make
- Time is wasted switching between concurrent projects
- It's easy for team members to lose focus
- The quality of the work suffers



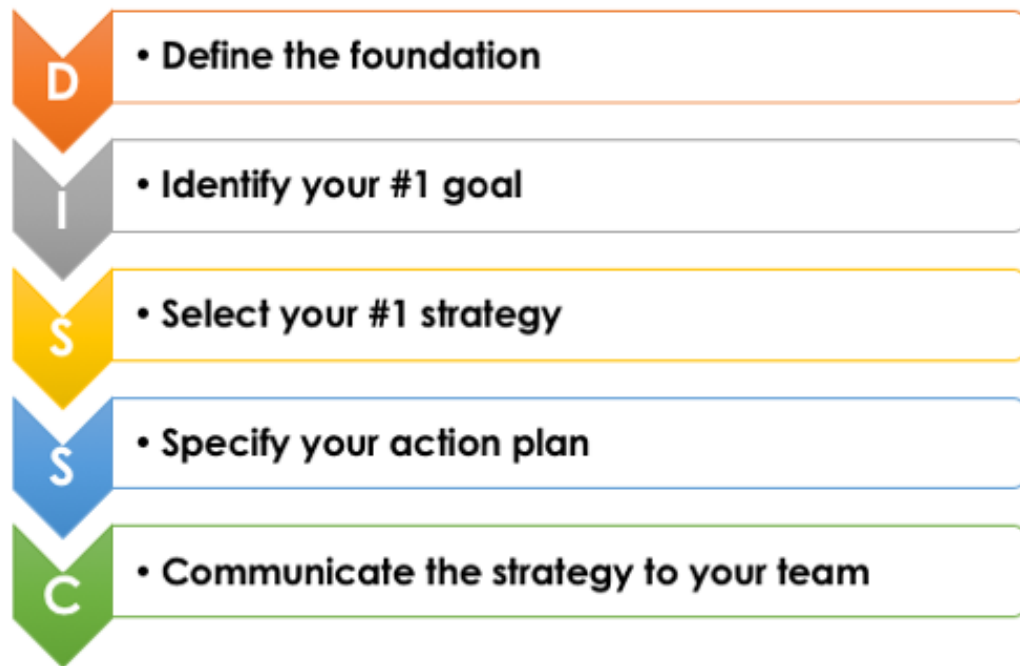
If you try to implement too many projects or marketing strategies at once, you'll increase stress and burn-out, waste resources, diminish progress toward your goals, limit your results, demoralize team members, and in the worst-case scenario, cause your health to decline.

In this course, you'll learn how to use a specific formula called "DISSC" to commit to one approach at a time, and thus gain the benefits of achieving dramatically faster results.

The DISSC Model for fast & focused results is a simple 5-step process to help you focus on one strategy at a time. DISSC stands for:

- D**efine the foundation
- I**dentify your #1 goal
- S**elect your #1 strategy
- S**pecify your action plan

Communicate the strategy to your team



This course is designed to teach you this method and to increase your marketing effectiveness, helping you to more easily reach your goals.

As you work through this course, you will:

- **Recognize** the importance of prioritization and the pitfalls associated with multitasking in your business – including overwork, lack of progress, and poor results
- **Identify** the key steps involved in creating a Fast & Focused Marketing Plan that will reduce stress and achieve quick success for one goal at a time
- **Define** the essentials that form the foundation for your success, including your core values, your most profitable products and services, your best customers, and your Unique Value Proposition

- **Identify** your top-priority marketing goal for your business, based on your biggest challenges and your foundation for success – whether it’s related to sales, lead generation, or brand awareness - or some other challenge that’s been holding you back
- **Select** a single marketing strategy to focus on for rapid results in the next three months, based on how much you’re willing to spend, what is easiest to implement right away, what you already know works, what you’ve wanted to do for a while, or what is the next level to something that has already been successful
- **Specify** the critical elements necessary for successful implementation of the strategy you selected, including top measures you’ll track, resources you’ll need, top tasks to complete, and regular follow-up dates
- **Communicate** the top goal, priorities, and responsibilities to members of your team through a written plan and guidelines, so that everyone is informed and no one gets overwhelmed or distracted by non-essential tasks



Learning Activity:

1. List projects you're currently working on and note the progress you've made on each.
2. Identify where you're getting overwhelmed and why you think that's happening.
3. Identify where you think your team members are wasting time and why you think that's happening.

Define Your Foundation

"It's the job of any business owner to be clear about the company's non-negotiable core values. They're the riverbanks that help guide us as we refine and improve on performance and excellence."

- Danny Meyer

The first step of the DISSC process is the "D" – Define. Start by defining the essentials that will guide all your marketing decisions. This gives you a clear foundation that keeps you from getting distracted by opportunities that don't align with your true business goals. It keeps you and your organization on track; in other words, you stay true to yourself.

These essentials may change over time as your business grows or adapts to market conditions. When there are major changes calling for it, you should return to this first step of the process and re-define your goals since it's the foundation for everything else.

What Are Your Core Values?

Your core values are principles or beliefs that are at the center of your organization and guide your decision-making. No matter what changes there are in the market - government regulations, the tastes of customers, or anything else in the ever-changing world - these core values remain the same and provide consistency (although as mentioned before, they may be redefined over time, but only with careful consideration).

Core values serve several purposes. They clarify who you are and communicate to people outside your organization what you do and how you do it. They guide you in important business decision-making. They are the essential tenets that keep you true to yourself.

A core value is usually expressed as an adjective that describes some quality of your organization. Examples include:



- › Dependability
- › Innovation
- › Above and Beyond
- › Irreverent
- › Results-Oriented
- › Anti-Corporate
- › Sense of Humor
- › Original
- › Outrageous

- Commitment to Success
- Traditional
- Customer-Focused
- Hospitality
- Worldwide

How to Define Your Core Values

It's not so much about choosing or creating core values, but rather discovering the values that are already there, leading your decisions. You should be looking for the values that truly lie behind your organization and what it does. Here are a few questions to help you discover yours:



- What have been our greatest achievements?
- What are common rules my organization follows?

- What am I most proud of?
- What makes you as a business owner most satisfied?
- How do you want people to feel about your organization?
- What is most important to you?

The answers to these questions may be full sentences or scenarios. Pare them down to the simplest word or phrase, or the word or phrase that they represent.

For example, "Our greatest achievement is that we've never lost a client." The one quality behind this sentence could be "reliability" or "ongoing value."

Redefining Your Core Values

We mentioned earlier that a time may come when you have to redefine your core values. It might be useful to occasionally review your core values and see if they need an update. There may have been new developments in your business, such as new strengths you've gained, or you may need to adjust to external conditions that have changed.

The process of redefining core values is best done as a group. Gather team members and ask for their feedback. Present them with your original values and ask them if they feel they're still relevant. You can then repeat the process of discovery as a group.

Look at Your Products

Another element of defining of the essentials of your business is to look at your most successful products and services.

Start by looking at the range of the products you offer. This could say something about the type of organization you are. For example, the foundation of your business might be that you offer the widest range of choices for your customers. On the other hand, you may be highly specialized.

Look at which products and services are the most profitable. This is likely the area where you want to focus your future efforts. You may decide to put most of your marketing muscle behind these. When considering profitability, don't just look at sales, but also the costs involved for you, including money, time, and resources.

You should also consider hidden costs such as stress and take into consideration your own enjoyment in delivering the product.

Identify Your Best Customers

The foundation of your organization naturally includes your customers – your ideal ones. Identify who your "best" customers are and focus your business on them. Which customers do you consider the most valuable? Remember that value isn't determined solely by profit. Other things that could be considerations in selecting your best customers are:

- Repeat customers who are loyal to your brand
- Customers who are easy or fun to work with
- The level of satisfaction you get from helping them
- Customers who are valuable to other members of your organization
- Customers who promise future value or benefits to you
- Good connections in your industry



Another way to think about it is that these are the customers you want to spend time and effort on. They're the ones that make all your hard work worthwhile and enjoyable.

Why Do Your Customers Buy from You?

Having considered your products and best customers, now ask yourself: "Why do my customers buy from me, and not a competitor?" This is an excellent way to discover your organization's natural strengths.

The specific reason customers choose you instead of a competitor is summarized in your Unique Value Proposition (UVP). Businesses identify a UVP to help them guide all their business and marketing decisions as well. It helps in all areas of business, including sales copy, communications with customers, marketing materials, choice of products and services to offer, and so on.

Unlike your core values, your UVP is one single phrase that sums up these values and the unique benefits you offer your customers.

Your UVP is not a slogan or positioning statement. The purpose is to:



- Explain how your products or services solve problems
- Tell customers what specific benefits they can expect from using your products or services
- Describe what sets you apart from competitors

The UVP should do all of the above while also being as short and concise as possible. It should be clear and easy to understand within seconds.

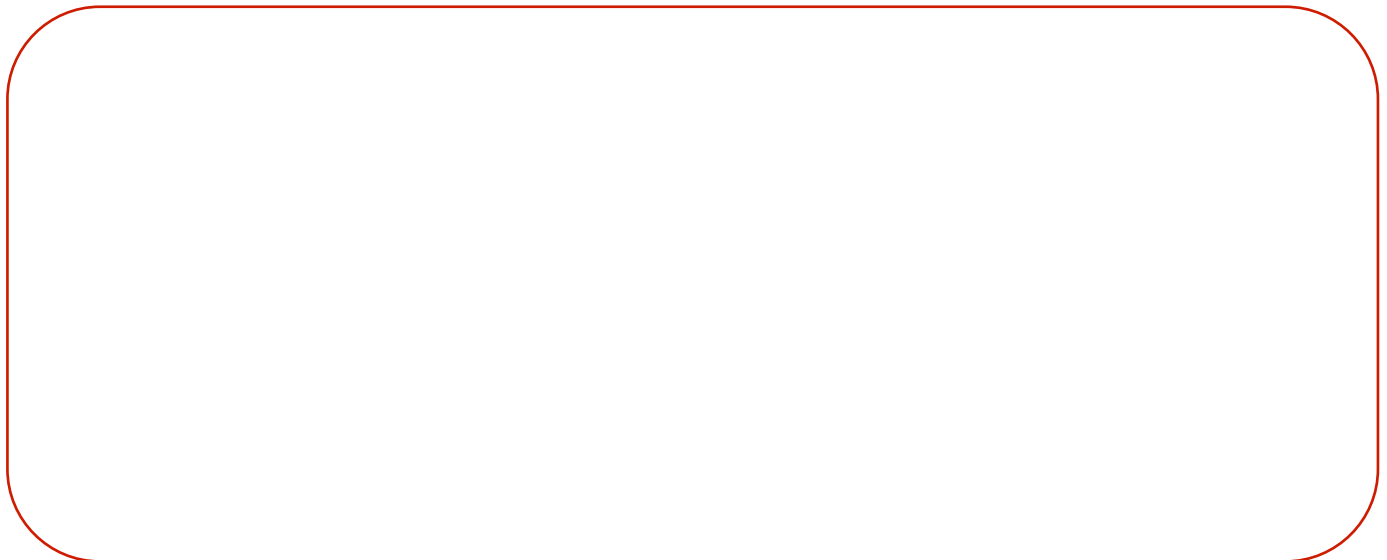
A template you can use to write your UVP is:

"A (description of product or service) that (what you do) for (target customer) who (their needs)."

For example:

"A sales and marketing software platform that's easy to organize for small businesses who don't have time to waste."

You don't have to use this template, but try to write a statement that sums up the above 3 elements. To make your UVP unique, get as specific as possible. Write in a tone that your customers use and can understand. This will also set the tone for your marketing materials and communications with the customer.



Learning Activity:

1. List your core values for your business. Keep this on a separate sheet of paper and post it on your wall as a constant reminder.
2. Fill in the first section of the Fast & Focused Marketing Work Book:

FAST & FOCUSED MARKETING PLAN

- Current products and services
- Most profitable products and services
- Best customers
- Why your best customers buy from you

Identify Your #1 Marketing Goal

"Things which matter most must never be at the mercy of things which matter least."

— Johann Wolfgang von Goethe

It's quite likely that your business has several marketing goals. But for the purposes of focusing and maximizing your marketing efforts, you're going to narrow it down to the one that's most important right now. This goal is the highest priority, and the one that is going to bring the greatest benefit to your business right now.

There's no need to focus on only one goal indefinitely. We're going to concentrate on only one for a three-month stretch. It will be the one clear guiding objective for the bulk of your marketing. Once you achieve this goal, you'll be ready to set your next one.

How to Choose Your Top Goal

The best way to narrow down and find your top goal is to consider the biggest marketing challenge you're facing right now. This is the most pressing problem for you and it needs to be resolved as soon as possible.

There are three main areas you can look at.

Sales

Many marketing challenges are related directly to sales and a company's bottom line. Examples of challenges in this area include:

- Your current customers are not aware of other offerings that they may benefit from
- You're not seeing as many repeat customers as you'd like
- Prospects are not converting to customers at a desirable rate
- You're not offering enough variety of products or services that could increase sales
- You want to create a new product or service to offer your customers
- Prices are too low compared to the value delivered and the cost to create
- You want to sell more to existing customers

Lead Generation

Your challenges may revolve around lead generation and nurturing leads, such as:

- You don't have a steady flow of leads to reach your sales goal in the timeframe you want to reach it
- Your income is unpredictable
- You're relying too much on one source for leads
- You need a new tactic or marketing strategy to gain leads
- Leads are leaving your sales funnel at specific points
- Lead generation activities are costing too much compared to the leads they're bringing in
- You're not sure how to measure the success of your lead generation efforts

Brand Awareness

Finally, the main challenge you face may be related to simply getting the word out about your brand.

- There isn't enough traffic to your site
- Your social media following is small or non-existent
- Your brand has little name recognition in your market
- You don't have a strong and clearly defined brand vision
- It's been difficult to instill your brand vision within your organization among its members
- Your brand isn't differentiated and unique among its competitors
- Negative reviews or comments are plaguing the reputation of your brand

Start by brainstorming a list of marketing goals and then narrow it down by putting them in a prioritized list. At the top of this list is the one goal that's most important to your organization right now. This is the goal that will have the biggest impact on your business and your life.

There may be a chronological aspect to your goals. If there's a particular goal that should be focused on ahead of others, make this your number 1 priority for now.

The one you've chosen is the goal you'll focus on for the next three months.

Refining Your Marketing Goal

Once you have a simple goal, you need to refine it to make it specific, actionable, and measurable. It's not enough to just say, "Sell more products." You need to decide how much you need to earn in order to know that you've achieved the goal.

A good method for refining goals is SMART goal setting. SMART stands for:



- › Specific
- › Measurable
- › Attainable
- › Relevant
- › Time-Based

A good goal is well-defined and focused. Instead of saying, "Get more leads," you should say something like, "Generate a consistent stream of three leads per week that results in at least two sales conversions per

month." You can only measure the success of your efforts if your goal is this specifically defined.

Your goal also needs to be realistic and achievable within a three-month period. If it's not, break it up into smaller goals and choose the first of these that needs to be achieved to reach the eventual larger goal.



Learning Activity:

1. What's your biggest marketing challenge right now?
2. Fill in the next section of the Fast & Focused Marketing Workbook:
 - One marketing goal for the next three months

Select Your #1 Marketing Strategy

There are many marketing strategies that are easy to implement at a low cost. As a result, many small businesses and entrepreneurs try to do them all at once, or at least a good handful of them. What ends up happening is that their efforts are spread out and they're bogged down with distractions. Then few, if any, of the strategies end up being very successful.

Now that you have a single clearly-defined goal, you should choose just one marketing strategy that will help you reach that goal. Focusing on just one strategy at a time makes all your marketing efforts easier, more efficient and successful, and less stressful. When it comes to marketing strategies, this is where you'll find yourself most bogged down by multitasking.

Also, remember that this is just for three months. Many small business owners and entrepreneurs find ways to automate, outsource, or delegate strategies once they're up and running. You can simply implement the strategy and delegate it to others, then start your next.

Choosing Your Marketing Strategy

The first step in choosing your marketing strategy is to consider costs. Decide how much you're willing to spend on marketing over the next three months and create a budget.

The best way to make this decision is to first consider your current earnings and decide on a percentage to spend on marketing. Make it a flat amount that you can afford to lose since you can't guarantee that you'll necessarily

get a return on the investment, unless you've used the strategy before and you know that it will produce the desired result.

Start by asking yourself questions such as the following:

- What's the easiest strategy you can implement right now that doesn't require a great deal of extra resources, training, funding, or people?
- What has worked best in the past to achieve the same or a similar goal?
- Is there anything that you already know you need to do more of to achieve your goal?
- What's on your "most wanted" list of strategies?
- If what you're doing now is successful, what is the next step or next level?

When considering marketing strategies, one key factor is the current size of your audience and where you have a following. The right marketing strategy is different for a small business just starting out with no customer base versus a solo entrepreneur with a large social media following.

Here are some ideas for specific strategies depending on the status of your business.

If you're just starting out with few customers:

- Reach out to affiliates or influential people in your market who have a similar audience and need products or services to promote
- Attend networking events and meetups where you can make contacts
- Approach blogs whose readership might be interested in your products or services and offer to write guest posts
- Create social media profiles and spend some time each day interacting and posting in groups where people can see your profile

- Create a high-value piece of content and related lead magnet that you can then drive traffic to and build a list of prospects

If you already have a customer base:

- Try Facebook Ads targeted at current customers or website visitors
- Run an email campaign with your current customers to tell them about new or related products
- Set up automated follow-up emails telling customers about new or related products after they've made a purchase with you
- Offer coupons or special deals that are only for customers
- Send out surveys to gather feedback about what other products or services your customers could use, current problems your customers are facing, or feedback on how satisfied they are with your service
- Run live product or service creation broadcasts in real-time, based on direct feedback from customers through requests or surveys
- Create or streamline the customer onboarding process in order to ensure customers are getting their needs met

If you already have an active social media or blog following:

- Blog three or four times per week and add content upgrades with related offers in your posts, and then promote them across social media using long-tail keywords to identify topics
- Conduct a giveaway event through social media or your blog with a related offer
- Run a seven-day challenge that relates to one of your products
- Set up a newsfeed or alerts so that you're notified of trending topics that relate to your business, and post daily commenting on what's hot right now
- Schedule posts for a month ahead of time and check daily, adding time-sensitive news manually. Mix it up between informational content

and promotional content so that there's a nice balance of mostly informational content

If you already have a landing page or website that is getting a great deal of traffic:

- Run a split test to optimize conversions
- Identify your main sources of traffic and look for ways you can increase it. An example would be to increase a landing page's traffic by offering more content or a higher-value product
- Add visuals and make other improvements to calls-to-action
- Retarget traffic with related offers. These can be either free or paid

If you have an email list (even a small one):

- If you haven't been sending emails for a while, run a re-engagement campaign
- Send out a survey to find out your subscribers' main needs and requests
- Review your email campaign metrics. Look at metrics such as open rates and clicks and try to find ways to optimize subject lines and calls-to-action
- Segment your list for each product, service, or category to make your content more targeted and relevant
- Create exclusive offers for different segments of your list depending on their preferences and needs
- Send coupons to loyal customers as a way of saying thanks
- Create additional content with helpful tips and high-value promotional offers
- Create or optimize your customer onboarding to make sure that customers get the results they're expecting
-

If you already have a tactic that's working well:

- Look for ways to expand or add on to that tactic. For example, if your Facebook group is impacting your sales, consider doing the same thing with a LinkedIn group or running a campaign that will increase the size and engagement of your group.
- Find ways to better optimize the results of the tactic. If you're getting a great deal of your business through website visitors, employ methods to optimize your top landing pages.
- Figure out ways to diversify. If you're heavily dependent on referrals for new sales, consider another method such as doing a series of guest blog posts that send people to your lead magnet.

You've been exposed to many different ideas here. Now, with your goal in mind and having considered your current situation, choose one strategy that you will use for the next three months.

As with your goal, you can take a big strategy and break it down into something smaller and more manageable. Also like your goal, devise some way to measure the results of your efforts. You'll need to look at your progress in three months and be able to determine whether the strategy is paying off or not.

Brainstorm a few options and narrow them down until you've found the best one. Before you start implementing it, review your foundations and the answers you gave to the questions in this module to make sure it's the right one.



Learning Activity:

1. Determine how much you are willing to spend on marketing in the next three months.
2. Answer the questions listed in the module.
3. Note which of the other factors listed in the module apply to your business.
4. Fill in the next section of the Fast & Focused Marketing Workbook, making sure it's in line with the first two sections – your foundation and your #1 marketing goal.
5. Pick one marketing strategy or one step in a larger strategy for the next three months.

Specify Your Action Plan

On the “Rapid Results Cheat Sheet” you’ve written down the one marketing strategy you will focus on for the next three months. Now, let’s move down the sheet and tackle the next few problems, which involve specifying your action plan.

Track Your Progress

In the last modules, we talked about setting specific goals and strategies so that you can track progress.

There are a number of metrics available to do this. In fact, there are too many. The Internet is great at providing metrics on every single element of a marketing strategy, but this can be overwhelming and waste a great deal of time. Instead, you need to narrow it down to just a small handful of metrics that will tell you exactly whether your strategy is working or not.

Which ones you'll track depends on the marketing strategy you're using.

Examples of metrics to track include:

- › Conversion of traffic to leads
- › Conversion of leads to customers
- › Revenue from new sales to current customers
- › Cost per conversion if using an ad network like Facebook Ads
- › Percentage increase in repeat buyers
- › Email open rates and clicks on links in emails
- › Traffic from social media sites to landing pages

- Downloads of lead magnet and new subscribers for email list
- Engagement with email subscribers or social media followers measured in comments, likes, shares, clicks, and so on

Brainstorm a list of metrics related to the marketing goal and strategy you picked and then narrow it down. Prioritize the list so that you have the most relevant and important metrics at the top. Now, choose only the top three to use for measuring your marketing strategy.

Create a plan to analyze your metrics on a regular basis. Track metrics at a minimum of once a week. Look at your schedule and choose a frequency that works for you.

Specify the Resources You Need

Before you get started, it's important to identify what resources you'll need to implement your strategy and measure results. The key resource areas are:

People. What staff do you need to carry out your plan? Are there any outsourcers, freelancers, or virtual help needed? Will you need tech help? Are there business partners or colleagues you'll need assistance from?

Money. What expenses will you face along the way? Consider things such as ad money, subscriptions, memberships, tools you need to buy, such as software, rental fees, and anything else you'll need to pay for.

Tools. Will you need any software programs, dashboards, physical tools, computers, devices, and so on to carry out your plan?

Training. Are there new skills you or your team members will need to learn?

Coaching. Will you need someone to advise you and walk you through the process?

Brainstorm everything you might need along the way. When estimating costs or the amount of a certain resource you need, padding the amount a little will help ensure against running short. It's better to overestimate what you need than to underestimate and come up short-handed.

After you've considered all the above, what are you currently lacking? If what you need is way beyond your regular budget, you might decide to ditch the marketing strategy you've chosen and go with something a bit more reasonable. If you choose to stick to the strategy you've chosen, there may be ways you can expand your budget to accommodate.

Decide how you will procure the resources you need.

Outline Your Top Five Tasks

Now, refer to your cheat sheet. It's time to create your high-level action plan. These are the key phases of your project and the specifics that will get it done.

For example, if you are creating a new Facebook marketing funnel to attract new leads, your main tasks might be:

- > Identifying and creating a lead magnet
- > Setting up your funnel pages and lists, such as your opt-in page, thank-you message, download page, and so on

- › Writing follow-up emails
- › Setting up a Facebook Ad to drive traffic to your lead magnet
- › Monitoring your ad for cost per conversion

Identifying and creating a lead magnet



Setting up your funnel pages and lists



Writing follow-up emails



Setting up a Facebook Ad to drive traffic to your lead magnet



Monitoring your ad for cost per conversion



Sometimes it helps to create your action steps backwards. It may be easier to envision the goal and then ask yourself, "What needs to happen in order to reach my goal?" Keep asking as you work your way backward and identify each step along the way.

For example, say your goal is to grow your email subscribers to 500 members. How do you know when you've done this? You need 500 people to sign up. On the technical side, you need your landing page, opt-in, and list set up. Then, you need to ask yourself, "How do I get 500 people to the landing page?" This leads to your traffic strategy and all the steps that go into that.

Once you've finished the "Rapid Results Marketing Cheat Sheet," you'll need to create a more detailed action plan for each of the five tasks. What you'll need to decide is:

- A breakdown of the detailed tasks involved in each of the major ones
- A deadline for each task, which you will put on your calendar
- Who is responsible for completing each task
- Any additional resources you'll need

If you have team members or others who are involved in implementing your strategy, you should include them in the detailed project planning after you've shared your goal and strategy.

This requires more work and consideration, but with everything planned and in place, you'll see how much more smoothly it goes than trying to do everything at once.



Learning Activity:

1. Fill in the last sections of the Rapid Results Marketing Cheat Sheet:
 - Top 3 metrics to track
 - Resources needed
 - Top 5 tasks to complete
 - Dates for reviewing progress

Communicate Team-Wide

Now that everything is in place, you'll need to ensure that everyone on your team is on the same page. They need to be setting the right priorities based on the work you've done so far in this course. They need to be on target with the number one goal, number one strategy, and action plan.

Create Guidelines

Aside from holding meetings and imparting this information verbally to your team members, you should also create documents that explain everything clearly and to which they can refer whenever necessary.

Your guidelines should include:

- The main goal you're going to be working toward over the next three months
- The marketing strategy in detail that you will employ to get there
- All the action steps involved in employing this marketing strategy
- All resources needed and how you will procure them
- How progress will be marked through the course of the three months
- The key responsibilities of each team member

You can either give your team members printed documents or create digital files that they can access at any time. The advantage of using digital files is that you can make changes and updates, which may be necessary as you proceed. Online, you can also make it part of your project management software program and make it collaborative; for example, team members can collaborate on marking milestones or regular reporting of results.

Ask for feedback from your team. Ask them to review the guidelines and let you know if there is anything that's unclear. They may also have ideas at this stage to streamline the process. For example, a sales person who's out there in the field selling may feel that a sales goal is unrealistic and suggest something more reasonable.

Best Practices for Keeping Your Team Focused

As mentioned above, involve your team in the creation and implementation of your plan. If your team members have a hand in creating and implementing the action steps, they'll be more engaged and more in-tune with what you're doing.

Try to be as concise as possible. Give your team members all the details and the big-picture view, but you don't want to overwhelm them with overly complex guidelines. Pare it down to the necessities and focus on concision and clarity.

Maintain two-way communication. In addition to asking for feedback from your team members, keep in contact with them throughout the project and make sure they know they can talk to you if they have problems, questions, or concerns. One way to do this is through regular one-on-one coaching.

Create and maintain strong relationships with your team members and between your team members. People who know each other will work together better, and this eases any kind of communication. If you know your team members well, you'll understand their way of working, know how they communicate, can give feedback effectively, and so on.

Make sure you've delegated the right tasks to the right team members. If someone is bogged down doing something they're not qualified to do, or if they're struggling in some other way, it will be nearly impossible for them to stay focused.

Standardize practices with solid protocols. Create business protocols for getting the work done that are routine and consistent to help people stay on the same page.

Make sure that you're focused yourself! As a team leader, you set an example for your team, so you need to make sure that you're clear and focused on your goals and strategies first. Make sure you understand the plan you've created thoroughly.

Organize your team with to-do lists. A to-do list offers a focused, prioritized list of specific actions that need to be done. If you can provide to-do lists to your team and each member, this helps everyone stay on task and understand priorities.

Look for inefficiencies. Go over your action plan and protocols and look for ways you can save time and work for your team members. When people get bogged down with routine tasks that could be carried out more efficiently, they'll lose focus and burn out.

Create a schedule and rhythm. Create a work flow that is the same or similar each day so your team members know what to expect. For example, hold a regular meeting in the morning at the same time, with coaching sessions scheduled throughout the day. If a team member knows that they have two hours to work in the morning, they can be their most focused during that time.

Motivate your team. Give them regular reminders of the goals you're working toward and the reasons for the goals. Create small rewards for each milestone or each achievement, and spread the rewards evenly around so that no one feels unappreciated.

Deal with conflicts immediately as they arise. Try to defuse conflicts and resolve them in such a way that all parties are satisfied.

Let your team members blow off steam. It's good to run a tight ship but give your team members plenty of opportunities to relax and unwind as well. Small breaks help people maintain focus. Break up the process with lunches, parties, and other social engagements where people can forget about work and just have fun.

Best Practices for Eliminating Distractions for Your Team

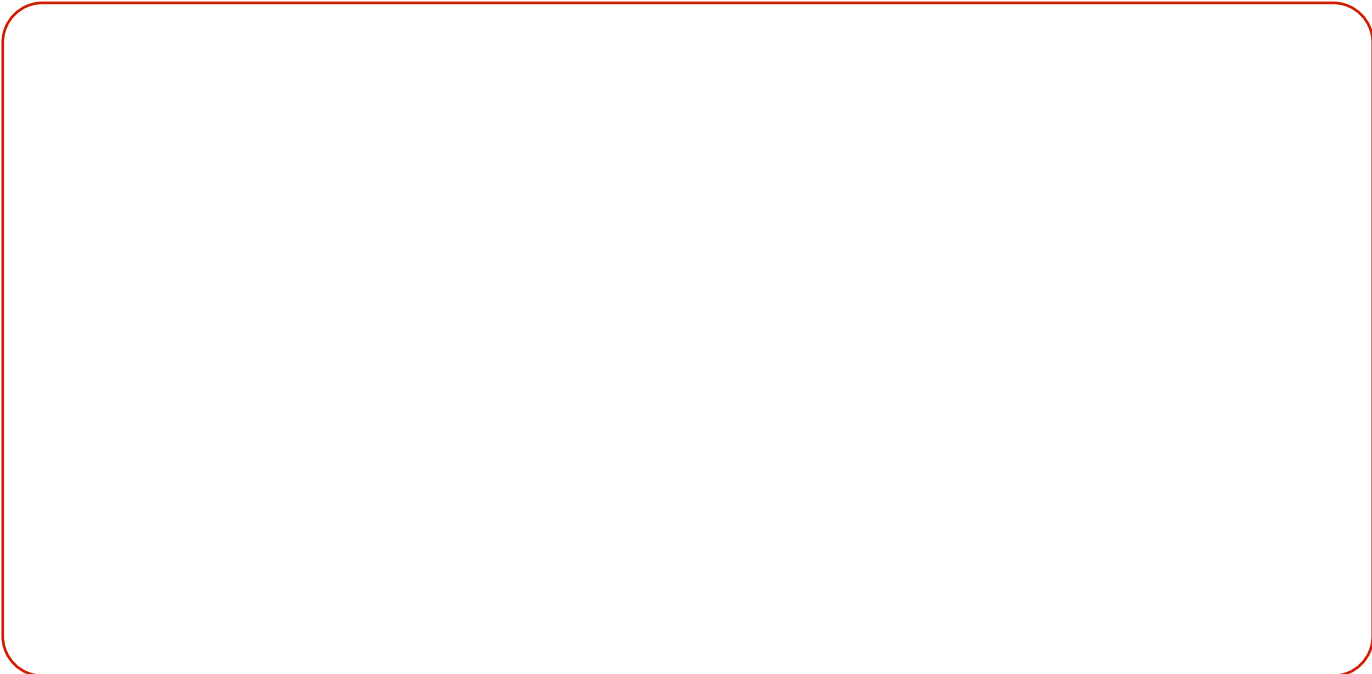
You'll also keep your team focused on your goal and the tasks at hand if you eliminate distractions as much as possible. Here are some guidelines for doing that.

Keep the lines of communication work-focused. If you're using an app or program for communication during the project, or simply a work email, make sure the communications remain focused on the work at hand. Occasional personal messages may be permitted, but try to keep personal chatter to breaks, other communication channels, or other non-work time.

Create an environment that's conducive to concentration. It's okay to have fun stuff around the workplace, but remove anything that could be potentially distracting, or remove potential distractions to another part of the office.

Provide incentives only if they make sense. It's great to offer rewards and incentives, but don't create an incentive program so complex or so rewarding that your team members are just working for the rewards. Use it to motivate, but don't let it distract from your goals.

Offer tips for your team members on managing their personal technology while working. For example, you may recommend to them to turn off all notifications for sites like Facebook or chatting apps. Give them time during the schedule to manage social media or other personal technology.



Make sure priorities are clear. Your team members may have routine work to do in addition to work on your project. Help them schedule and prioritize so that they never have to do two things at once.

Learning Activity:

1. Draft your communication document to share with all team members involved in your marketing, even if you only have one person involved. Include the elements listed in your plan:
 - Core values for your business
 - Your most profitable products and services
 - Description of your best customers
 - Why your best customers buy from you
 - The #1 marketing goal for the next 3 months
 - The #1 marketing strategy to focus on for the next 3 months
 - The top 5 tasks for implementing this strategy
 - Each person's role in implementing the strategy
 - Dates for team review of progress

Conclusion

Now that you've worked through the course, you're ready to implement your first three-month strategy. You'll finally be able to focus and use the results you get to refine the Rapid Results Marketing Formula for your next three-month goal.

Working through this course, you learned:

2. The importance of prioritizing and why it's not a good idea to multitask
3. The key steps involved in creating a Rapid Results Marketing Plan to help you avoid distraction, overwork, and burnout and instead focus so that you achieve the results you desire
4. How to define the foundation for your project that will deliver the success you seek, including defining your core values and unique value proposition
5. How to identify the first and foremost priority for your business right now, based on the main challenge you're facing
6. The way to choose the one marketing strategy that will best overcome those challenges and get you closest to your primary goal
7. How to discover all the critical elements you need to have in place to efficiently and successfully implement the marketing strategy you've chosen
8. Key tips and best practices for communicating all of this to your team on an ongoing basis to ensure that they stay focused, motivated, and happy

Now, it's time to review the work you've done and get started.



Learning Activity:

1. Review the work you did on your Rapid Results Marketing Cheat Sheet
2. List the actions you need to take next to start implementing your plan, such as meeting with key team members to specify detailed tasks, responsibilities and deadlines.