

5 Critical Marketing Decisions



How to
Fine-Tune Your Marketing
and
Start Growing Again

Make the Right Marketing Decisions For Your Unique Business and Fix the Weak Spots That Are Holding You Back



Decision #1: What's My Authentic Mission?



Decision #2: What Specific Problems Do I Want to Solve?



Decision #3: Who Are My Ideal Customers?



Decision #4: Will I Focus My Messaging?



Decision #5: Which Weak Spots in My Marketing Will I Focus on First?

When your business's growth has stalled, it can be hard to know what parts of your marketing to fix in order to get moving back in the right direction.

Too many business owners waste precious time and money on more tactics—more ads, more content, more emails—instead of finding and fixing the gaps in their positioning and messaging strategy that are at the root of the problem.



This quick guide will share the 5 key marketing decisions you need to make in order to:

- ① Find and fix the weak spots in your marketing that are holding you back.
- ② Fine-tune your positioning and marketing strategy.
- ③ Start growing again by attracting more of your ideal customers.

Decision #1: What's My Authentic Mission?



Too often, entrepreneurs make marketing decisions based on external conditions, competitors, and other people's opinions, rather than following their own internal sense of vision, calling, purpose, and strengths.

Without a clear understanding of what authentically drives you, it's much harder to communicate your value in a way that truly resonates with potential customers.

Your calling is a combination of all the attributes and elements that make up the theme of “you”—your talents, skills, interests, and ways that you authentically express yourself as a unique individual.

Living in alignment with your calling:

- Connects you with your most engaged, effective, and generous version of yourself.
- Drives you to build a business that's a creative expression of your calling.
- Allows you to play to your strengths and lean into your greatest competitive advantages.

- Provides an inner compass that's calibrated to your core themes of purpose and highest contribution.
- Creates value for others by solving problems and driving change.
- Makes it easier to stay focused on what matters so you can keep moving in the right direction.
- Puts you into states of effortless flow—when you're so completely engaged in a meaningful task that everything else (even your sense of "self") seems to melt away.

What Gets in the Way?

- Clinging to external validation that keeps you stuck in “group think.”
- Not trusting your own intuition, or allowing others to make you feel like you’re being selfish by following your calling.
- Succumbing to imposter syndrome and other limiting beliefs that tell you you’re not good enough to create something uniquely your own.
- “Leaving your options open” and other excuses for not creating a clear vision for what you really want.

To Make the Right Decision, Ask Yourself...

- Has my business's growth stalled because I've allowed myself to be blown off course by external forces and other people's opinions?
- What would happen if I started following the guidance of my authentic mission (vision, calling, purpose, and strengths)?
- What am I willing to do differently starting today?

Decision #2: What Specific Problems Do I Want to Solve for My Customers?



Without a clear idea of the problems you want to solve for your customers, you may end up building a generic business that just blends into the background and gets lost in the noise.

It comes down to supply and demand. Unless your product or service is truly revolutionary, prospective customers will have dozens or even hundreds of alternative options to choose from.

If your value proposition looks exactly like your competitors', then you'll be going head-to-head against every one of them, with nothing to truly set you apart.

Imagine you're in the market to have your business website completely redesigned from the ground up. You've never worked with a professional web developer before, and aren't really sure of what questions to ask or what you'll need to know in order to end up with a website that drives more revenue for your business.

You don't just have a "website design" problem.

But as you shop around, you notice a lot of agencies and individuals whose primary messaging is generically based on "website design."

Who should you pick? Since they all seem pretty much the same, your choice will likely come down to random things like:

- Luck—whichever happens to come up first in a search.
- Price—whichever happens to be least expensive.
- Convenience—whichever happens to be the easiest to buy from.

Now imagine that you come across a small agency whose messaging seems to have been custom-made just for you.

Right there on their homepage, they hit on the same specific problems you're facing—business owners who need a completely redesigned website in order to drive higher revenue, but who don't have a lot of experience with website development, and need someone to guide them through the myriad of decisions they'll need to make in order to get the exact outcomes they're looking for.

In other words, this design business has a clear idea of the problems they want to solve, unlike the majority of generic designers out there that all seem pretty much the same.

You may be asking, “but what about all the other types of website design projects that don’t fit that description? Won’t they be limiting themselves and losing all those other types of customers?”

No. Since they’re not the only design studio in the world, the likelihood of them winning a significant number of other types of projects with a generic “we design websites” approach is exceedingly small.

Sure, they’ll get lucky once in a while. And the truth is that many of these generic businesses do attract some customers. But they usually do so at a significant cost—either spending way too much on ads in hopes of being in the right place at the right time, or dropping their fees to compete on price, or working on projects for which they’re not a great fit.

In the meantime, the small agency I mentioned above, the one with the clear idea of the problems they want to solve, isn’t pulling themselves in a million different directions or dropping their prices in order to compete.

Because they know they can’t be everything to everybody, they focus on being the perfect fit for just the right customers.

What Gets in the Way?

- Fear of choosing the wrong problems to solve.
- Fear of missing out on possible customers and projects that don't have the specific problems you solve.
- Choosing problems based on immediate demand and market trends, instead of which ones you're best able to solve and most passionate about solving.
- Jumping ahead to thinking about your solutions (catchy headlines, taglines, hooks, and CTAs).

To Make the Right Decision, Ask Yourself...

- Has my business's growth stalled because I haven't been specific enough about the problems I solve?
- What would happen if I focused on solving the types of problems that match my strengths and interests?
- What am I willing to do differently starting today?

Decision #3: Who Are My Ideal Customers?



Every business has two distinct types of customers. There are the **ideal customers** who:

- Are the best fit for your company's unique mix of strengths and solutions.
- Contribute the majority of revenue and profits.
- Have the longest retention and highest lifetime value.

Then there are the **non-ideal customers** who:

- Aren't a good fit for your business's unique strengths.
- Are more price-sensitive and less likely to stay long term.
- Are the hardest to please or serve to the best of your ability.

Many entrepreneurs struggle to clearly differentiate between the two. As a result, they end up attracting the wrong people instead of focusing on the types of prospects who are most likely to become their ideal customers.

Luckily, there's a better way to build your business. But you first have to realize that you can't be everything to everybody.

Focusing on your ideal customers will help you:

- Attract the right prospects and sell your products/services more easily.
- Generate a higher return on your marketing and outreach.
- Differentiate yourself from the competition.
- Provide a clear value proposition that justifies a higher price point.
- Concentrate on the tactics that make it much easier to find your ideal customers—and for them to find you.
- Have more control over your business's sales and revenue.

What Gets in the Way?

- Not understanding the difference between ideal and non-ideal customer types.
- Fear of making the wrong choice.
- Resistance to saying no to new business, even when it's a bad fit.

To Make the Right Decision, Ask Yourself...

- Has my business's growth stalled because I haven't been specific enough about my ideal and non-ideal customer types?
- What would happen if I stopped trying to be everything to everybody, and instead focused on only serving the types of customers who were the best fit for me and my business?
- What am I willing to do differently starting today?

Decision #4: Will I Focus My Messaging?



Even when they know their mission, the problems they want to solve, and the types of customers they want to serve, many entrepreneurs still struggle with their messaging.

Instead of doubling down on their strengths and focusing on a highly-targeted niche, they cling to the typical “all things to all people” messaging approach.

Or worse, they default to making their messaging all about their own story (“we’re the leading blah blah blah”) instead of framing their offer in a way that best relates to the problems, needs, and wants of their ideal customers.

As a result, they end up with generic messaging that fails to cut through the noise, and engage the right prospects with the right offer at the right time.

Think about all the marketing messaging you ignore because it’s simply not relevant to you. Unless you’re able to articulate exactly how your offer helps potential customers solve their problem, you’ll

be irrelevant to them as well.

The antidote to this kind of generic approach is to create a customer-driven strategic narrative that guides your core messaging—the specific value props, selling points, hooks, and benefits you’ll focus on in order to attract your ideal customers.

Get the strategic narrative right, and the rest of your marketing will fall into place much more easily.

What Gets in the Way?

- Trying to appeal to every possible customer type equally.
- Trying to satisfy too many stakeholders and decision-makers, each with a different perspective about what the business should focus on.
- Skipping past the strategy step and jumping straight into writing copy.

To Make the Right Decision, Ask Yourself...

- Has my business's growth stalled because my messaging isn't focused on the right mission, problems, and prospects?
- What would happen if I shifted my messaging to focus on my mission, the problems I solve, and the needs of the ideal customers I want to serve?
- What am I willing to do differently starting today?

Decision #5: Which Weak Spots in My Marketing Will I Focus on First?



One reason so many entrepreneurs have trouble hitting their business goals is because they don't focus on fixing the weakest links in their marketing.

Instead, they get distracted with putting out fires and fixing the parts of their marketing that won't make much of an impact.

Things like obsessing over their website's low conversion rate, while overlooking the fact that there's not enough quality traffic to the site to begin with.

Or agonizing over their company's visual branding, while overlooking the fact that there's nothing that truly differentiates their product.

In other words, they may be solving the right problems, but they're doing it at the wrong time.

Think of your marketing as being like a system of interconnected steps. According to the Theory of Constraints (TOC), every system has a constraint or bottleneck.

Your marketing is like a metal chain. Every chain has a weakest link that limits its ability to accomplish a goal. If the goal is to lift something that weighs 500 pounds, but its weakest link can only handle 20 pounds, then the most that chain will be able to lift will be—20 pounds!

There's no point in strengthening the other links until you've found and fixed the weakest link. Once that's fixed, there will be the next weakest link to focus on, and then the next.

Your marketing is just like a chain made up of individual but interconnected links—your website, your messaging, your email campaigns, and on and on. Your ability to achieve your growth goals will always be limited by the weakest link in that chain.

For example, if you currently have very little quality traffic to your website, then it won't do you much good to optimize your website's conversion rate. Until you fix your traffic problem, your results will always be limited by that weakest link.

What Gets in the Way?

- Not seeing your marketing as a system of interconnected steps, each of which relying on the others in order to maximize overall performance.
- Getting distracted by “urgent but not important” marketing issues, instead of prioritizing the bottlenecks that will have the greatest impact.
- Chasing the latest marketing hacks, instead of mastering the fundamentals that will have the greatest impact on your success.

To Make the Right Decision, Ask Yourself...

- Has my business's growth stalled because I haven't focused on fixing the weak spots in my marketing that will have the greatest impact?
- What would happen if I stopped getting distracted by "urgent but not important" marketing problems, and started focusing on the critical bottlenecks that are getting in the way of achieving my goal?
- What am I willing to do differently starting today?

Hit a Plateau in Your Business?

I'll Help You Fine-Tune Your Marketing and Start Growing Again

1

90-Minute Marketing Turnaround Plan

Cost \$295

Self-guided online assessment and 1:1 coaching sessions to help you clarify your goals, quickly build momentum, and focus on the parts of your marketing that will have the greatest impact.

2

80/20 Entrepreneurs Community

Cost \$845

3-month membership

Connect with like-minded business owners, share your own hard-earned experience, and learn real-world marketing strategies and tactics to help you grow as an entrepreneur.

3

30-Day Marketing Pivot

Cost \$4,875

Navigate the critical decisions you need to make in order to fine-tune your marketing, get unstuck, and start growing again.

4

1:1 Coaching

Cost \$12,245

12-month program

1 year of one-on-one coaching to provide the continued support you need to stay focused and grow your business.

Start Here: Your 90-Minute Marketing Turnaround Plan

Need to pivot your marketing approach, but not sure what to focus on first?

The 90-Minute Marketing Turnaround Plan includes a self-guided online assessment and 90-minute one-on-one coaching session to help you:



Clarify your growth goals for the next 12 months



Uncover any weak links in your positioning and messaging strategy that may be keeping you stuck



Find messaging gaps in your website, outreach campaigns, paid ads, social media, and other marketing and sales collateral



Troubleshoot your marketing copy and identify ways to help increase engagement and conversions



Design a simple action plan to help you quickly build momentum, and focus on the parts of your marketing that will have the greatest impact

Learn more at:

<https://marcusschaller.com/90-minute-marketing-turnaround-plan>



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