



Marketing Dynamics
Business Solutions

How to prep for the New Year

In just 4 short weeks you will be ringing in the New Year and with that, you need to start to prep from now to be ready and in control for 2018.

Always be prepared

Preparation is the key to your success and if you are really serious about ensuring that 2018 begins and ends with you on the top, then you have to prepare yourself for what lies ahead.

This training, we will start to outline some of the major items you need to take into consideration as you prepare for the new year!

Let's start planning for the New Year:





Set a goal

This first step is critical to start the year off right. Do not wait until January 1st to set your goal. Start it from today so you have time to make it very clear and specific. In addition to setting your goal, get very clear about how much money you want to make in 2018 and break it down into months, weeks and days!

My Goal is:



Identify your brand promise

This simply means to decide what you want to be known as or known for. What experience do you want your clients to have once they have conducted business with you?

I promise to deliver:



My clients will experience:

Identify your ideal clients:

Always remembering that you can have more than one ideal client. But look back at who you served in 2017 and determine if your client has changed or shifted and if there is anything new you have discovered about them.

My ideal clients are:



What does my Market say?

This is a great time for you to conduct some market research so you can adjust to your price, packages and strategies moving into the new year. Gathering feedback from your past clients is a great way to get back on track with your business. Conduct a survey and gather some valuable information from your audience.

10 questions I want to ask my ideal client are:



What strategies are working?

You would not have completed 2017 if you were not employing some kind of marketing strategies in your business. Admittedly some worked and some were a big flop. But that's ok. You learn from your mistakes and you keep going. Make a list of the strategies that did work and why they worked and let's improve on them.

The strategies that worked in 2017 were:



What are the main packages/programmes you would be selling

Have a look at your sales records for 2017 and determine which of your packages or programmes sold the most and why. There is a reason some things sell faster than others. As an entrepreneur, you should spend time analyzing this data in your business to determine what you need to push more of, what you need to stop selling and what you need to bundle as a package. Becoming very clear about what you are selling will help you earn the type of money that you truly want to make in this business.



I will be selling:



What are my new prices?

It is time to review your prices. A lot of times, the reason you are not hitting your financial goals is because your prices are below market value. Your product may be great. Your service may be superb. But you are undercharging and undervaluing your own business and hence suffering. Take some time and examine the market value of the same or similar product lines and bring your prices up to par.

My prices will now be:





Where would you be showing up online

Your marketing strategy should be a combination of online and offline activities that work together to help you reach to your desired goal in business. Over the last year, you would have identified some key places online where your ideal clients show up consistently and some places they do not.

I will be online on:



Where would you be showing up offline

Your offline strategy is just as important as your online strategy and depending on the type of business that you are in, sometimes it is even more important. Reflect on where you showed up offline in 2017 and where you got the best results:

I plan to show up offline:



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Who are you collaborating with?

Collaborations are one of the easiest ways to grow your business fast. The key is to find the right people to collaborate with who will add value to your clients and whose clients you will add value to. Having a few collaborations every year is a steady way to grow your business. If you are not sure where to start, check out the training we did in October.

I plan to collaborate with:





What new skills do I need to learn?

Every entrepreneur is always in a state of learning. It never really stops and as you continue to grow your business it is important that you identify the skills that you need to learn to stay one step ahead of the game. I am sure you can identify some skills that are presently lacking in your business. What you need to determine is if these are skills you need to learn to do for yourself or if these are skills to be outsourced.

I plan to learn these 3 new skills in 2018:

