MODULE 1 MODULE 3 MODULE 5 Training Start Course Journey Resources Your VMV Your Ideal Customer **Measure For Success** MARKETING PLAN FORMULA MODULE 2 MODULE 4 Creating a USP That **Bonus Material Finish** Workbook and Tools Find The \$\$ Your Marketing Leaves Your <!--Generator: Adobe **Strategies** Illustrator 23.0.1, SVG START HERE How To Create An Extraordinary Welcome message: Why Your Vision, Mission, The Difference Between Vision That Attracts The Right - My Philosophy and And Values Are Critical To Vision and Mission People Like An Ice Cream Vendor In Promise To You Your Marketing Success **Death Valley** Who is Your Ideal How To Find Your Most Why Focusing on Your Profits The Importance of Valuable Customers Customer? the Pareto Principle is Key To Your Success How To Create Your Ideal How To Map Your **Essential Questions Customer Research for B2B Customer Research for Basic Internet Customer Profiles** USP To Your Avatar You Must Answer (Low transaction Volume **B2C (High Transaction** Research Volume DDS) Phone Interviews) Why Outsource **Basic Marketing Strategies Evaluating Your Ideal Customer Research** Why Outsource To Professionals **EVERY Business Must Use** and Choosing Marketing Strategies To Professionals The Marketing Foundations The Critical Technology Setup The Basic Metrics Every **Every Business Must Have Every Business Should Have Business Must Track** Creating Marketing Management and Your USP **Decision Making with Reporting**