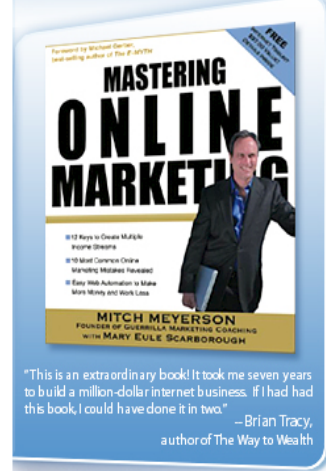




Mastering Online Marketing Templates

by Mitch Meyerson and
Mary Eule Scarborough

*Quick and Easy Templates For
Jumpstarting Your Internet Business*



1. **The Strategic Marketing Mindset Self-Assessment Test**
2. **The Website Checklist**
3. **The Web Traffic Calendar**
4. **USP Development Worksheet**
5. **Tag line and Elevator Speech Worksheet**

The following templates will get you started online quickly and easily!
Be sure to print out the following pages.

Enjoy,
Mitch Meyerson and
Mary Eule Scarborough

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Strategic Marketing Mindset Self-assessment Test

Name:

Company:

Date:

Directions: Circle the appropriate number for each statement listed. Once completed, add up your scores. Then refer to the interpretation section at the end to see where you stand. This is a wonderfully easy way to learn your business mindset strengths and weaknesses. **Please note:** The statements are ungrouped and not in any particular order. This was done intentionally to improve accuracy.

Question	Scoring Answers				
	Strongly Disagree	Often Disagree	Sometimes Agree (50%)	Often Agree	Strongly Agree
1. If I surveyed my customers today they would agree that I follow-up in a consistent and timely manner.	1	2	3	4	5
2. My communication, attitudes and actions are all intentional and based on my marketing goals.	1	2	3	4	5
3. My friends, prospects and customers would all say I am enthusiastic and consistently positive in all my interactions.	1	2	3	4	5
4. I build strong one-to-one relationships with my prospects and customers.	1	2	3	4	5
5. I consistently use my imagination to develop marketing strategies that are unconventional.	1	2	3	4	5
6. My business is oriented to giving. We make generosity a part of our overall marketing plan.	1	2	3	4	5
7. I actively work on developing marketing partnerships with other businesses.	1	2	3	4	5
8. I look for ways to amaze my customers with exceptional service.	1	2	3	4	5
9. I focus on having a clearly defined marketing niche.	1	2	3	4	5
10. I consistently use a marketing calendar to track and measure the effectiveness of my marketing weapons.	1	2	3	4	5
11. I have a clear and specific marketing plan that guides my weekly action steps.	1	2	3	4	5
12. I am fervently devoted to following up with my customers and prospects.	1	2	3	4	5
13. Instead of focusing on sales, I am dedicated to building long-term relationships.	1	2	3	4	5
14. Instead of thinking what I can take from others, business is built on a foundation of serving others.	1	2	3	4	5
15. It's important to deliver on your promises.	1	2	3	4	5
16. I spend time each week improving my marketing capabilities.	1	2	3	4	5
17. I can articulate my competitive advantages.	1	2	3	4	5
18. I know where to locate information on my target market.	1	2	3	4	5

19. My company has many different supplemental products in addition to our core offerings	1	2	3	4	5
20. I keep information on my current customers and prospects.	1	2	3	4	5
21. I remain flexible and adjust to the changing environment.	1	2	3	4	5
22. I know what it costs me to retain a valuable customer.	1	2	3	4	5
23. I empower others to do "whatever it takes" to please our customers.	1	2	3	4	5
24. I understand that some customers are more valuable than others.	1	2	3	4	5
25. I study other successful online businesses to learn ways to improve.	1	2	3	4	5
26. I understand the difference between my products' features and benefits.	1	2	3	4	5
27. I keep track of current trends on the Internet	1	2	3	4	5
28. I look for ways to improve myself as a person	1	2	3	4	5
29. I do whatever it takes to delight my customers.	1	2	3	4	5
30. I am an optimist and see possibilities in all situations	1	2	3	4	5

Score Interpretation

- If your total points equal 75 or less your marketing mindset needs improving. The good news however, is that you have a wonderful opportunity to grow and learn, and it starts right here.
- If your score is between 76 and 119 you've got an average marketing mindset. You could realistically expect to improve your overall online business performance by carefully following the strategies and tactics presented in this book.

If your total points exceed 120 good for you! You're got the right marketing attitude goals. But now is not the time to rest... Take advantage of the strategies and tactics presented in this guide to make your online business soar.

Web Site Checklist

Action	Answer	Ideas for Improving
Do I have well-defined short and long-term goals for my website? If so, what are they?		
Do I use my website to generate income online only, offline only or both? Describe.		
What is the type of website I'll use to achieve my goals? (e.g. squeeze page, informational, or blog).		
Is my website's domain name is descriptive and easy to remember, say and spell. My website's domain name is:		
Is my website's hosting company is dependable, flexible, affordable and hard on spammers. My hosting company is:		
Is my website's developer is experienced, knowledgeable, up on the latest technologies and has a successful track record. My website's developer is:		
Does my website look welcoming and professional to visitors?		
Is my website copy easy to read?		
Does my web page have a consistent look and feel?		
Is my most important information in the most visible areas of my website?		
Does my website provide the information my visitors are looking for?		

Do my web pages load quickly?		
Are my website's directions and navigation clear, simple, and logical?		
Have I adjusted my browser settings so my website can be viewed using many different devices?		
Do I need/use a shopping cart? If so, is it flexible and safe?		
Have I used special features- Flash animations, graphics, banners strategically?		
Are my internal and external links working correctly?		
Are my website's primary menu page links across the top of the home page?		

Web Traffic Calendar

Fill in the following sheet and post time in your calendar to complete each task. Then track it on a daily basis. Add to the list as appropriate.

Strategies	Notes	Completion Date
SEO Optimization		
Email Signature		
Write Articles		
Linking		
Posting in Discussion Forums		
Thank You and Order Pages		
Pay Per Click		
Online Press Releases		
Tell A Friend Scripts		
Offline Strategies		

Unique Selling Position (USP) Development Worksheet

1. List the top five products or services you offer.

2. List the top five problems that your products or services solve.

3. List the top five benefits that your target market is seeking, whether you offer them or not.

4. Which of the benefits listed in your answer to question 3 do you provide?

5. List the ways these differ from what your competitors provide. Are they better or worse? (If they're worse, now is the time to make changes so the next time you do this, they're all better!)

6. List the top five most distinctive ways that you differ from your competitors.

7. List the top five reasons why your target audience would be foolish to purchase your products or services from any other company.
8. How will you back up this claim?

Tag Line and Elevator Speech Worksheet

Directions: Following are two brief tutorials and worksheets designed to help you create your business's tag line and elevator speech. Good luck!

Tag Lines

A **tag line**, or **slogan**, is a shorthand version of your most important differentiator, or what you stand for. It should be no more than one line... with extra points for brevity. Your tag line should be included on every piece of communication and express your company's spirit and personality.

A couple of good examples are:

- Anheuser Busch's – "This Bud's for you..."
- United Airline's – "Fly the Friendly Skies..."
- Timberland - "Boots, shoes, clothing, wind, water, earth and sky."

So, what's a bad slogan? The following humorous excerpt from Dan Kennedy's **No B.S. Marketing Newsletter** (June, 2005) answers this much better than we can:

*"If by some freak chance you own stock in the old industrial fogey Timken Company, you may want to get out while the getting's good. The big news about Timken is... drum roll please – a new slogan. I'll give it to you as I read it in the newspaper: 'Timken Company has adopted a new slogan, "**Where You Turn.**" The new tag line replaces, "**Worldwide Leader In Bearings and Steel.**" Company officials said it reflects a greater emphasis on finding solutions for customers as well as Timken's broader product line and the rotation of its bearings. Oy vey... Just in case you miss the point: slogans don't sell ball bearings, especially when the slogan is completely and utterly meaningless, delivers no hint of a USP or benefit, does NOT represent anything the officials of company said it does, and could be used by anybody: a car wash, Queer Eye for The Straight Guy Clothing Stores, a ballet school, or manufacturers of drills, drill bits, oil drilling equipment, tires, etc."*

Elevator Speech

Most of you have heard of an 'elevator speech' – that elusive 16-30 second sound byte meant to say it all. **Sounds easy enough, yes?** No... especially when the experts tell you it must be: introductory, memorable, benefit-laden, unique, catchy,

succinct, meaningful, humorous and professional. Geez... this is a lot to accomplish in a few seconds!

On the other hand, who knows more about your business than you? Who has more passion and zeal for your company than you? Who has more knowledge and expertise than you? You guessed it... no one.

Some suggestions:

1. Let your voice show your enthusiasm... if you love it, it shows.
2. Focus on them, not you. No one cares how many computers you own, they care about what's in it for them.
3. Begin with a phrase that is humorous or mysterious... make the listener ask for more! Here are a few good ones I found recently:

- **IRS Agent:** *"I'm a government fund-raiser..."*
- **Private Pilot:** *"I shrink the globe..."*
- **Lawyer:** *"I empower the powerless..."*

4. Do not deliver your elevator speech as if you are reading from a script. It should sound relaxed, conversational and spontaneous...even if you have to practice it for hours!

5. After delivering your speech it's a great idea to give the listener something that makes you even more memorable and reinforces your message. Now this doesn't have to be something expensive or fancy, just clever. For instance, if you're the private pilot in the example above, you might want to hand people tiny globes complete with your contact information.

6. Try beginning or ending your elevator speech with a question. Often they're easier to develop and they 'force' a back and forth between the speaker and listener.

As we were preparing this worksheet, we decided to go online and conduct a little research. After looking around for a while and tweaking some things, we decided to take a look at one more site.

A motivational speaker who, among other things, offered advice on writing effective elevator speeches quoted below owns the site. However, this is an example of what NOT to do. **Lesson learned?** Be careful whose advice you take! (**Hint:** Notice the number of times they use **"I"** and **"We"**)

*"**I** help small businesses and nonprofits tell their story to the people who need to hear it. You see, when someone knows **our** story, they can't help but like **us**, and **we** support and do business with those **we** like. So, together, **we** craft your story and start telling it to your employees, the media, potential clients, and to the world."*

*I know it sounds like marketing, but what makes **me** unique is that first and foremost, I am a storyteller. I also have a technical, art, writing, and design background which I combine to tell your story in a special, get-their-attention way. I recently completed a sixteen-page publication with an additional 15,000 copies that appeared in the March issue of Cleveland Magazine telling the stories of Cleveland's community development corporations. They were so delighted with the outcome that I am now in the process of designing an extensive website for them.*

Here's one we like:

*"Are you aware that most American small business owners are largely unsuccessful because they believe that marketing is just another word for advertising? [Whether they say "yes" or "no" has little effect on the rest of the speech]. Our goal is to help folks arrive at the lifestyle they wish – peace of mind, financial security, healthy relationships with family and friends, enthusiastic "presents" and optimistic future. Our clients reach their goals because they lean strategies and tactics for using their limited resources – time, money and people – to achieve maximum results. We strive to ease their learning curve by providing constant, ongoing personal coaching. We guarantee our clients a superior, world-class experience 100% of the time and work hard to deliver that... **plus one.**"*

Now it's your turn to create your own! Create your own tag line/slogan and elevator speech and enter them in the space below. This is not a test, so just do your best. In fact, why not develop several and ask friends, family members and colleagues to choose their favorite – and for constructive feedback and suggestions.

Tag Line:

Elevator Speech:

