

A woman with long brown hair is seen from the side and back, wearing a white lace dress with a deep V-neck and long sleeves. She is holding a large, lush greenery bouquet with white flowers. The background is plain white.

# MARKETING PLANNER

## Workbook

*Hair Comes*  
THE BRIDE PRO

# Vision

What is your vision for the future?

If you could wave a magic wand and have your business be any way you wanted it to be, what would it look like?



# Motivation

What is your why?

What is the deeper reason that you do what you do? How does what you do make a difference in people's lives and your own?



# Ideal Customer

Who is your ideal bride?



Age .....

Location .....

Average Income .....

Interests & Hobbies .....

Where do they hang out? .....

Where do they get their information? .....

Where do they shop? .....

What are their goals? .....

What is their preferred form of communication? .....

What phrases and language do they use? .....

# Needs & Wants

Write down anything and everything you can think of that a bride could need or want when it comes to her bridal beauty.

What problem(s) does she have?



# USP

What is your Unique Selling Position?

What is your Unique Selling Proposition?

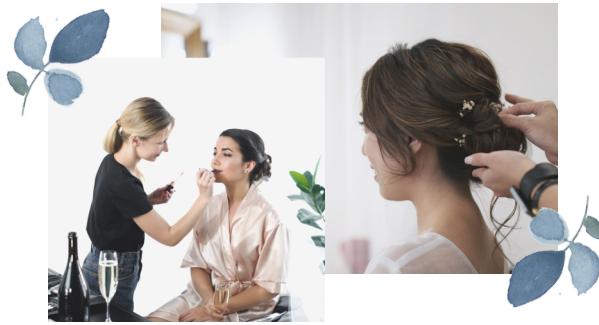
What is your Unique Selling Positions?

What needs & wants can you fulfill for your ideal bride?

What problems do you solve?



## Features and Benefits



What are the features of your business?

What is the benefit of the feature?

## Why does it matter?

Product/Service Examples:	Feature	Benefit	Why does it matter?
Hair Products	All Organic	Safer	Good for your family and the environment.
Customer Service	Money Back Guarantee	Peace of Mind	Won't waste money on something you won't use.

# Emotions

Of the emotions listed below, which one(s) does solving your client's problems trigger in them and how?



**Fear**

**Vanity**

**Profit or Gain**

**Acceptance**

**Pleasure**

**Peace of Mind**

**Health**

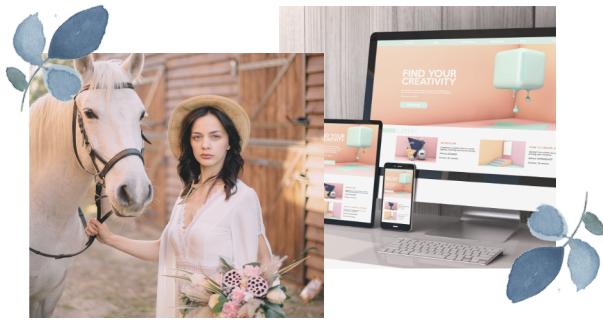
# Your Marketing Message

Based on your ideal customer and how you can solve their problems, begin to brainstorm ideas of how you can communicate this. Focus on touching their emotions as well as the benefits of using your product/service,



# Social Media

Go through your website, social media and marketing materials and make sure that everything



Do you currently have a consistent and documented step-by-step system for when you a new client contacts you? If yes, is there anything that can be refined or perfected? How can you systematize and automate? CRM?

# Website

List any changes that you think you may need to make to your website before launching your marketing campaign.

Add these items to your "To Do" list.



Does your website reflect your vision, mission, usp and ideal customer? If no, what changes could you make?

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Is it easy to navigate?  
If no, what changes could you make?

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Is all of the verbiage focused on the customer and solving their problems? If no, what changes could you make?

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Do you have a way capture client information on your website?

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# Interested Client System

Do you have a clearly documented step-by-step system for when you a new client contacts you? If no, create one now.

If yes, can it be refined or perfected in any way?

How can you systematize and automate it?



# Booked Bride System

Do you have a clearly documented step-by-step system for when you book a new bride? If no, create one now.  
If yes, can it be refined or perfected in any way?  
How can you systematize and automate it?



# Follow Up System

Do you have a clearly documented step-by-step system for following up after a wedding with your brides AND with wedding vendors you worked with? If no, create one now.

If yes, can it be refined or perfected in any way?

How can you systematize and automate it?



# Convenience

Is there anything that you can do to make it quicker and easier for your clients to get information and to book you?

Add these items to your "To Do" list.



Do you currently have a booking system that clients can use to book your services quickly and easily online?

If you don't already do so, is there a way to include a "call to action" in your follow up emails to interested clients where they can book your services or a free consultation?

Do you currently have a FAQ page on your website?

Is there anything you can do to make the services you offer more convenient or easier for your clients to understand?

Is there anything you can do to make it easier and more convenient for your interested clients to book your services?

# Strategies & Tactics



- Instagram Marketing - Organic
- Facebook Marketing - Organic
- Pinterest Marketing - Organic
- Twitter Marketing - Organic
- LinkedIn Marketing - Organic
- YouTube Marketing - Organic
- Instagram Advertising
- Facebook Advertising
- Pinterest Advertising
- YouTube Advertising
- Search Engine Optimization (SEO)
- Google Adwords-Text Ads
- Google Adwords-Banner Ads
- Remarketing Campaign (Google & Social Media)
- Email Marketing
- Text Marketing
- Apps
- Review/Testimonial System
- List your Business on Google
- List your Business on Yelp
- Network on Other Facebook Pages
- Direct Mail to Brides
  - Postcards
  - Brochures
  - Cards/Letters
- Surprise & Delight
- Your Own Blog
- Be a Blog Contributor
- Tutorials
- Your Own Podcast
- Be a Podcast Guest
- Public Speaking
- Content Marketing-Videos
- Content Marketing-Ebooks/Reports
- Content Marketing-Newsletters
- Content Marketing-Giveaways
- Content Marketing-Contest
- Workshops
- Classes

- Open House
- Special Events
- Go to Networking Events
- Host Networking Events
- Seek out Joint Ventures
- Create an Affiliate Program
- Join Affiliate Programs
- Industry Websites
- Service Websites
- Local Websites
- Tumblr
- Reddit
- Chamber of Commerce
- Groupon
- Magazine Ads
- Local Publications
- Craigslist
- Press Releases
- Public Relations Campaign
- Media Appearances
  - Television
  - Magazines
- Styled Shoots
  - Seek Out
  - Organize Yourself
- Online Influencers-Organic
- Online Influencers-Paid
- IRL Influencers-Free Products/Services
- IRL Influencers-Surprise & Delight
- IRL Influencers-Shock & Awe
- IRL Influencers-Canvassing
- IRL Influencers-Cold Calling
- IRL Influencers-Direct Mail
- Bridal Shows
- Additional Products/Services
- Membership Options
- Subscription Options

# Marketing Ideas

## List of EVERY Idea for Marketing Your Business Now AND In the Future



# Marketing Plan



Write down all of the items that you need to do to "prepare" for your marketing, followed by the items you can do quickly, easily and for little or no money and the marketing strategies and tactics that you are going to work on first.

# Project To Do



PROJECT NAME

Estimated Project Completion:

Estimated Budget:

Steps to Complete:

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....
11. ....

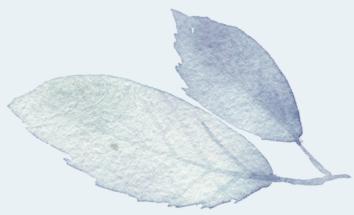
Hire-Delegate-DIY

	Hire-Delegate-DIY	Estimated Completion
1.	.....	.....
2.	.....	.....
3.	.....	.....
4.	.....	.....
5.	.....	.....
6.	.....	.....
7.	.....	.....
8.	.....	.....
9.	.....	.....
10.	.....	.....
11.	.....	.....

# TO DO LIST

List every numbered item on every project list organized by completion date





# Marketing Goals Yearly

January

February

March

April

May

June

July

August

September

October

November

December



# Marketing Goals Monthly

## Month of



# Marketing Goals Weekly

## Week of

Monday

Tuesday

Wednesday

Thursday

Friday



# Daily To Do List

Date: