

# Marketing Strategy Course

How to build a successful marketing plan for the long term,  
keep it fresh, and implement it effectively

with Jane Heaton

A practical three-month course for just 6 people

Start-ups, growing businesses, micro, small and medium sized enterprises,  
independent consultants and solo professionals

**“Efforts and courage are not enough without purpose and direction.”**  
John F. Kennedy

Starts 30th April 2012

Workshops take place in the  
Moreton in Marsh or  
Stratford upon Avon area

Part of a range of marketing and  
business training from



## Contents

Is it time? .....	2
Sound familiar? .....	3
What do we cover? .....	4
What's the format? .....	4
Who will benefit most? .....	4
What people say .....	5
What are the benefits of this course? .....	6
About Jane Heaton .....	7
2012 Timetable .....	8
Your investment .....	8
How to apply .....	8

**T: 01386 701944**

**E: [jane.heaton@janeheatonassociates.com](mailto:jane.heaton@janeheatonassociates.com)**

**[www.janeheatonassociates.com](http://www.janeheatonassociates.com)**

## Is it time ..... for you to make a serious commitment and get your business sorted and in shape for the long term?

When we first start out running our own business we often get swept along on a wave of enthusiasm and excitement. We've escaped the 9-5 routine, we're our own boss, and we're following our passion ... or at least we believe we're going to get to use our skills and talents in ways that we enjoy .... At last ... Hurrah!

And that's enough to sustain us for a while. Other people find our enthusiasm and passion magnetic. And after all, our idea is sound, we are very good at what we do and we've had enough experience and done enough research to know there are people out there who want what we are offering.

We've read the books about starting up our own business, we've got an accountant, we understand the concept of making a profit, we know how the nuts and bolts of our business works and we understand the importance of exceptional customer service. We've even been on a few short courses and workshops on a variety of "essential business" topics.

So, we get our first few customers and start to get busy. Then we get few more and get even busier. We are anxious to make sure everything goes smoothly, so we pay close attention to every detail.

Six months later, there's not a spare minute in the day. Weekends have changed out of all recognition. After all, when else can you catch up on the paperwork?

Sure, we're making some money, we're getting by. But what if it doesn't last? What if these orders so far are just based on luck? And, after all, shouldn't volumes be increasing about now? We start to worry about generating enough revenue every month, every year for the next 10-20 years. We worry that this is too much slog for too little reward.

Right, time to start doing some "proactive marketing". We pick a few likely activities, and maybe even dip into our savings to pay for them ..... or increase our overdraft. Some seem to work – after a fashion. Some seem to have been a waste of time. But if we're honest we're not really sure what's going on. So, we do the same again. And we get ..... the same rather random results.

So, here we are one year in, at best feeling like things have reached a plateau. Slightly anxious, unsure what to do next.

We re-read our "How to set up your own business" book. Ah yes, where is our business plan? Hidden away in the bottom drawer.

Mmmm, well we never really did get around to the marketing plan bit ... just getting on with it seemed much more important at the time .....

## Sound familiar?

**“I did a start-up course and I had to write a simple business plan and a marketing plan. Looking at it now, it just seems like so much theory ... it doesn't really mean anything to me.”**

Businesses always evolve and when we start out, it can feel a bit unreal. Planning is a bit of a guessing game. We can get a marketing plan pro forma and fill it in ... just like doing a school exam. But it doesn't mean very much. It's like a medical student who knows the theory but soon realises that it all looks very different when presented with a real life patient. But with the help of an experienced mentor, they can be brought back to basics use their learning and logic to work their way forward to a correct diagnosis and effective course of action. And so can you.

**“Text books and business advisors all say you need a marketing plan. I tried to sit down to do this several times, but it just seems too hard.”**

Ninety five percent of the time when people talk about their marketing problems, these “problems” are about implementation ..... “I'm writing my new brochure, but I'm going round in circles trying to work out what to put in it.” or “I've gone to a lot of networking meetings but no one there has bought from me.” or “I sent out a flyer with a discount offer but only one person responded.”

The truth is that at the root of this type of problem lies the fact that they skimped on or skipped the essential strategic up-front thinking – about who their prospective customers are, what they really want, and how they are going to turn them into paying customers. What do those prospects need to hear, understand and experience before trusting them enough to buy from them?

And they've ignored all this mostly because it was “too difficult”. Much easier to pick a few marketing activities, get on with it and make it up as they go along, struggling with endless questions and getting disappointing and bewildering results. And in truth wasting a lot of money.

**“Forget the fact that I don't know how to go about putting together a marketing plan, I can't even find the time to sit down and get started .”**

The operational side of your business and just making sure you deliver on time to the required standard can become all-consuming. We may have the intention to put time aside for business development and to plan ... but somehow something else always seems to get in the way. Plus it's hard if you are trying to do this all on your own – we all need someone with whom to bounce ideas around or act as a sounding board or help come up with creative new solutions.

**“I have some ideas .... In fact you could say too many ideas. I feel overwhelmed at trying to work out what to do first.”**

Once you shift your thinking from marketing as a bunch of separate activities, to a collection of actions organised in such a way as to leverage each other and happen in logical sequence, it becomes easier to choose techniques and ideas that hang together, that are likely to make the biggest difference and whose effect you can start to predict. This is the start of building a strategy. And because, by definition, being strategic means thinking longer term, you release yourself from the pressure of feeling you have to do everything today.

**“I've got a web site and am doing a few things I've heard work well, like networking, but just don't seem to be generating enough business.”**

Chances are there are some holes in your marketing system. Probably because it's come together by chance, rather than being designed from scratch as a system or a process. It's all working well enough in places, but there are some vital parts missing. This means that either not enough people are aware of you or you are not giving them what they want when they want it in order to convert them into customers ... or both.

Often this is because we are not as clear as we could be about who is actually going to buy from us and what they specifically want from our product or service. As a result our marketing message can be unclear to those receiving it, and we may have no effective way of establishing and maintaining a dialogue with them over time until they are ready or willing to buy.

**“Business is actually quite good at the moment but I keep thinking it won't last. It's like I'm getting clients by chance, I'm not in control and the future sometimes seems very uncertain which makes me feel a bit panicky at times.”**

Taking the time and making the effort to work out how you are going to turn strangers into customers and how many strangers you need to reach out to each month or each year in order to achieve your desired number of customers is key to gaining predictability and certainty and relieving stress. This is at the heart of creating your marketing strategy and plan because it is this that provides sustainability and a sense of purpose and direction ... and a good night's sleep.

## What do we cover?

- ✓ Dare to dream! A “whole person”, energising approach to capturing your vision
- ✓ Working on yourself – uncovering any confidence issues or skills or creativity gaps
- ✓ How to stay motivated, connected with your vision, and free yourself when you feel a bit stuck
- ✓ Financial planning, forecasting and setting your price
- ✓ Clearly defining your target customers and what you are really doing for them
- ✓ Identifying what makes you different from all the other options your prospective customer has open to them
- ✓ Setting your marketing objectives – matching your target customer groups with your products and services
- ✓ Working out your marketing strategy and process – how you will turn strangers into paying customers of the type and quantity necessary to achieve your desired revenue stream
- ✓ Choosing marketing activities best suited to getting you the results you want, that fit your personality, and that you really enjoy doing
- ✓ How to monitor the effectiveness of your marketing – what works, what doesn't work so well, and how to adjust and refine your action plan

## What's the format?

- ✓ Just six participants, working with Jane and supporting each other
- ✓ Six face-to-face workshop sessions (3 hours long), one every two weeks over 3 months
- ✓ Session recordings for you to replay at your leisure
- ✓ A one-hour group teleconference call every other week
- ✓ 6 hours of one-to-one coaching and consultancy with Jane (by telephone or face-to-face) for you to take when you want to – during the course or any time up until 31st October 2012
- ✓ Unlimited email support and quick, clarification telephone calls
- ✓ A three-hour group review session to share experiences and enhance actions plans during October 2012
- ✓ Online workspace to download and share resources
- ✓ A framework for you to write up your strategies and plans as the course progresses

## Who will benefit most from this marketing course?

**This course is ideal if you have been running your business for about a year or more and now want to build on your experiences to date and create a robust, practical, effective marketing strategy and plan to take you forward for the long term.**

**You will also benefit if you are just starting your business and want give yourself the best chance of making it a success. Ideally, you will have some previous professional or commercial experience, even if you haven't yet used it to create your own business. Some experience of your intended market place will also be useful.**

## What people say

### About the course

"I highly recommend Jane's marketing programme, it was just what I needed to help me to focus and crystallise my thoughts on the "what, why, to whom and how".

Being on a programme which ran over several weeks was particularly useful as it made me look at issues I've previously avoided or been "too busy" to tackle. The format of the programme - small group, seminars/discussions, guest speakers, comprehensive handouts and audio CDs – and the relaxed atmosphere works really well.

Jane's very good at applying her expertise and subject knowledge to create specific, real and appropriate ideas and perspectives for everyone's individual marketing needs."



"I found the whole course valuable and thought-provoking. By working as a group, the course became multi-dimensional. It combined learning the basics of marketing with learning from others' experience. By the end of the course my mindset about my business - past and present - had changed. Even more important - so too had my plans for the future!"



**"I don't want it to end! It has been really great to have the group's feedback and support."**

### About ongoing one-to-one work

"An exciting and thought provoking process' is how I describe working with Jane. She is highly skilled at getting you to unpick and gently unwrap the layers of your "onion skin" to get right down to the essentials. It has been an opportunity to help me define who I am, and what I offer, through a gentle process of mentoring and exploration.

I have learnt a huge amount, discovering my unique skill set and progressing on to identify and focus on my target market, through a variety of creative options. Jane's skill is that she leaves no stone unturned, helping you to resolve difficult concepts to achieve a strong workable marketing plan."

### About a half-day consultation

"Until attending your workshop and this session, the word marketing equated with fear, dread and a feeling of "I can't possibly do it". I've now come away with a remarkable, new attitude toward marketing. You have given me a formula to work with, that not only enables me to focus and structure my work, but offers the opportunity to be creative and the potential to be very exciting."



## What are the benefits of this marketing course?

1. It gives you an essential framework for planning and implementing your marketing that you will use day in, day out to steer your business and maximise your budget because it is highly practical and will work for you.
2. It gives you scheduled sessions “out of the office” where you can focus solely on you and your business, working on it instead of in it.
3. You attend a workshop just one morning every other week, so it’s easy to fit in with the demands of running your business or your professional or personal life. We meet on a Monday morning, which past delegates tell us is ideal – a fresh start to the week before distractions have a chance to set in.
4. You schedule your homework to suit you – the more organised and disciplined you are, the more you will make of the course.
5. It runs over several weeks so that although you have a fairly intensive period of study, there is also time to reflect and practice in between workshop sessions.
6. During the “in between” times you are not alone. There is a group teleconference, unlimited access to Jane by email and quick telephone calls, and you can buddy-up with fellow participants.
7. As well as notes and handouts, you also get audio recordings of the workshop session so you can listen again as often as you want to.
8. Learning, creativity, and ideas generation is enhanced through the input and participation of the group – everyone contributes to everyone else.
9. It combines group workshop sessions with one-to-one sessions with Jane, so that you can easily concentrate on the areas that you want most help with, when you want to .....and tackle any areas you may wish to keep more confidential with absolute confidence.
10. At the end of the course, you will have a written plan ... your plan, a practical plan, not just a text book plan. You will have created it by harnessing your own experiences to date and discussing practical, real life examples as well as following marketing best practice.
11. Participants re-group about 3 months after the last workshop session to review progress, share learning and tackle any new issues or re-cap on previous topics.
12. It recognises that getting your marketing in shape is only part of the picture. You also need to be mentally and emotionally fit to be successful. So, we also focus on techniques to boost confidence, keep positive and motivated, and create the right energy to attract opportunity.

## About you course leader - Jane Heaton



Jane helps people who run their own business get the results they want from their marketing - helping them create a business that they enjoy and that brings the financial rewards they want. She can help you work out what to do and how to get it done. However, she also knows that having the inspiration and confidence to take action is an important key to success. That's why her blend of consultancy, mentoring and practical help focuses on keeping both you and your business in good shape.

Before setting out as an independent consultant in 2000, Jane's career spanned the energy, telecommunications, publishing, and learning and development industries working for such well known brands as Shell and Cable & Wireless. She has wide ranging commercial experience covering marketing, communications, customer service, sales and general business management.

In her current work with smaller businesses, Jane has a particular passion for helping start-ups and micro businesses, delivering best practice marketing advice and support in a way that is highly practical and economic for the small business owner. She has worked with professional practices, business consultancies, creative companies, designers, publishers, coaches, training companies, niche retailers, farm diversification, leisure and tourism businesses, conference venues, and new media ventures .... from solo professionals to growing limited companies.

A qualified member of the Chartered Institute of Marketing (Chartered Marketer), she has co-founded two successful, small niche businesses, is an active member of WiRE (Women in Rural Enterprise), and is a volunteer business mentor for the Princes Trust and Everywoman. For more about Jane and to subscribe to her free marketing e-newsletter go to <http://www.janeheatonassociates.com>

## How can you benefit from working with Jane?

"Jane Heaton has an excellent approach to unravelling the myth around what marketing actually is. She has a calm, logical and effective approach to Marketing. In particular, her skill in planning a marketing strategy for long term benefits for each business she works with, has been very useful to all the clients I have recommended to Jane.

Her unique style in the personal approach she gives to clients with follow up support as needed is so important and reassuring for small businesses. Key marketing decisions can often be quite costly and a word of advice or guidance from someone who understands your business could save you thousands."

**Judy Randon, Cassava Ltd**

"Thank you so much for everything over the last few months with the business and marketing training and mentoring. I've really valued your non-judgemental approach in helping us to re-evaluate where we're at and where we're going with the business. It's been a really useful process leaving me with the enthusiasm to take things forward."

**Jane Lambourne, [www.wassledine.co.uk](http://www.wassledine.co.uk)**

"Jane's ideas and expertise always make such a great contribution to clarifying our strategic direction. Inspiring, yet focused."

**Michael Thompson, Founder, Local Sourcing Ltd.**

## 2012 Timetable

	Mon	Wed	Mon	Mon	Mon	Wed	Mon	Mon	Mon	Mon	Mon
	30 Apr	9 May	14 May	21 May	28 May	6 Jun	11 Jun	18 Jun	25 Jun	2 Jul	9 Jul
Workshop	1		2		3		4		5		6
Teleconference		✓		✓		✓		✓		✓	

Group review session takes place during October 2012

Teleconference sessions take place Mondays 10.00—11.00 (Wednesdays in bank holiday weeks)

Workshops take place Mondays 10.00—13.00

at a venue within the Moreton in Marsh / Stratford upon Avon area and within easy travelling distance for those based in Gloucestershire, Warwickshire, South Birmingham, Worcestershire, Oxfordshire and Bristol.

### Your investment

1. A deposit of £200 plus VAT at the time of booking  
Followed by 3 instalments of £400 plus VAT payable on 16th April, 16th May, 16th June 2010  
**Total investment: £1,400 plus VAT**
2. A deposit of £200 plus VAT at the time of booking  
Followed by 1 instalment of £1,100 plus VAT, payable on 16th April 2010  
**Total investment: £1,300 plus VAT**

### Terms of booking

1. Payment of your deposit secures your place and is non-refundable.
2. Cancellations: payment equal to 50% of total fees will be raised for any cancellation made 30/2/12—16/4/12. Thereafter full payment applies.
3. Any changes to these terms will only be made at the personal discretion of Jane Heaton.
4. Should we need to cancel your training at any time for whatever reason, we will refund your fee in full. We will not be liable for any other costs incurred by you.
5. While every reasonable effort will be made to adhere to the advertised programme, we reserve the right to change event dates, locations, trainers or event features without penalty.

### How to apply

Participation on the course is by application and involves a short, informal telephone interview with Jane. Whether you want to discuss the course in more detail or already know that you want to apply, please call or email Jane.

T: 01386 701944

E: [jane.heaton@janeheatonassociates.com](mailto:jane.heaton@janeheatonassociates.com)

[www.janeheatonassociates.com](http://www.janeheatonassociates.com)

Deadline for applications: 24 February 2012.  
However, please aim to book as early as possible as there are only 6 places available.