

Business Marketing Guide



Three Lead Generation Essentials

- Market
- Message
- Media

Market

1. **P**ersonal fulfillment - **V**alue to Market - **P**rofitability
2. Niche focus & saturation
3. Market research-> avatar

Message

1. Unique Selling Proposition (USP)
2. Crafting your offer
 - a) Emotional tie to an irresistible offer
 - b) Value stacking - upsells - payment plans
 - c) Guarantee
 - d) Scarcity
3. Target the pain
4. Title = Content

Media

1. ROI strategy
2. Front end - back end - lifetime customer strategy
3. Mediums - Social media, Email, snail mail
4. Target - deploy - evaluate - optimize; repeat

**To develop an effective marketing strategy and plan for your business, contact us at info@pursuit-excellence.com, or toll-free at 1-855-837-7200.*