

How to Grow a Great Marketing Business

THE 10-STEP CHECKLIST

by Donald Miller

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& Business Made Simple



Are you feeling stuck growing your marketing business?

You're not alone. Many marketers find it hard to create consistent cash flow and market themselves – even as they work hard to market others. Sometimes, marketing professionals take on projects they don't want or take less money because they are desperate for work.

This leads to feeling overwhelmed and unexcited about your business. Instead of building the marketing business of your dreams, you're losing sleep over cash flow and spending time on projects you don't enjoy.

Through my company StoryBrand, I've helped hundreds of individuals like you build successful marketing businesses. The truth is, it's not that hard – **if you work on the right things.**

This checklist is going to help you build the marketing business you've always wanted. The more items you check off this list, the faster your marketing business is going to grow and the stronger it's going to be.

By the time you check off everything on this list, you'll have:

- More leads
- Consistent revenue
- Clients that you love
- Projects you enjoy
- A marketing business you are proud of

Some of our StoryBrand Certified Coaches are making close to 7 figures through their small, at-home marketing business. This checklist will work for you, too!

Cheering you on,

Donald Miller
CEO of StoryBrand.ai

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☐ **Define your products**

One of the biggest mistakes marketing professionals make is not defining their products. You will be much more successful if you view each of your services as an actual product for sale. In other words, you need to view each of your services as a specific item available for a specific price.

Why does this matter? Let's illustrate.

Let's say you pull up to a drive-through window to order some food, and the menu says this:

| |
|--------------------------|
| Protein |
| Complex carbs |
| Fiber |
| Sugar |
| Liquids |
| <i>(all prices vary)</i> |

You would have no idea what food you would get and how much it would cost, right? Well, go back and look at your website. If you're like most marketers, you're not providing specific products or prices. Do you know what that sounds like to your visitors? It sounds like that drive-through menu. Nobody knows what products you offer and how much it will cost them.

Instead of being vague, make your services and prices specific. You can always include verbiage like "average price" or "starting at" since there are naturally price changes based on customizations. But, at least you will give your visitors a reference point.

For example:

- Lead Generator — \$5,000
- Email Campaign — \$6,000
- Website Wireframe — \$10,000

Even better, offer all of that together (like a value or combo meal at a restaurant) for \$18,000.

When it comes to pricing and products, people want to know exactly what they are going to get and how much it is going to cost. That's how the marketplace works. Don't make your marketing business any different.

□ Establish specific financial goals

Most marketers don't set sales goals for themselves. Perhaps you feel like you're not in control of the amount of work you bring in and that your sales depend completely on clients' needs. Perhaps you are stuck in fear.

Well, that is the path to going absolutely nowhere.

If you want to grow your marketing business, you need to take control and realize that *you have responsibility and influence over how much work and money you bring in.*

Instead of being elusive about your business goals, you need to set goals based on the specific products you just defined. For instance, your goals may be:

- 3 landing pages per month
- 6 email campaigns per month
- 1 website wireframe per month

Whatever your goals are, they need to be specific, measurable, and time-bound. Once you establish your goals, work backwards and do the things you know will get you there. For example, in order to close one website wireframe per month, you may need to do some social media posts, write an email campaign for your email list, or follow up with some dormant leads.

When your goals are specific, you are much, much more likely to reach those goals. Create specific goals, review them regularly, and do the things it takes to reach them daily.

□ Refine your website messaging

Most solopreneur marketing businesses don't have a good website. They make the classic mistake of prioritizing attractiveness over clear messaging. This is crazy if you think about it. How are people going to trust you to get their messaging right if yours is confusing or vague?

Here are a few tips for your website messaging.

- Make sure the header (top section) on your website talks about the problem you solve. For example, "Grow your small business with marketing that works" would be great text for your header. It clarifies that you help small businesses who are concerned about growing. Your header should clearly state what you offer and the problem you solve. Avoid vague language like, "Your journey starts here". That kind of language will leave your audience confused and uninterested.
- Make sure you use a clear and easy call to action. Customers need an easy entry point to start doing business with you, and you don't want your visitors confused about what you are asking them to do. Your call to action should be repeated throughout your website, such as "Schedule a Call". The key is to continue to offer value. Customers don't want to call you and have an open-ended conversation. Instead, be clear about exactly what you'll discuss and how you will help them. Perhaps label it as a "free intake call". Ask questions about their goals and dig deep on the problems they're trying to solve. When you ask these questions, you are going to position yourself not only as a person who makes websites, but as a full on business consultant obsessed with helping them grow their business.
- Your About page is not about you. While every brand is going to have a different level of personality coming through their website, you want to keep your About page focused on how you serve your clients. Use your About page as another opportunity to tell your visitors why they need you. A few personal details at the end of your About section can be a great way to engage people and let them get to know you a little. But for the most part, your About page should be about your customers, not you.



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☐ Create a lead generator

If you don't already have one, you need to create a lead generator. A lead generator will allow you to start collecting email addresses so you can show up in your potential clients' inboxes. Make sure your lead generator can truly benefit your target audience and make it available to download wherever people can find you online (your website, your social media accounts, etc).

Here are some examples of lead generators you could create:

- 5 Effective Marketing Tips for Real Estate Agents
- The Top 6 Website Mistakes You're Making
- How to Use Email Marketing to Grow Your Business

Super easy stuff!

Lead generators will help you build your email list and allow you to establish credibility with your audience. You not only showcase your knowledge about marketing, you demonstrate that you know how to create a lead generator for your clients.

By the way, we provide our StoryBrand Certified Coaches with a premade lead generator. As a Certified Coach, you'll get a personalized URL (affiliate link) for the **StoryBrand Marketing Report** which you can share with your audience to provide value, establish credibility as a StoryBrand expert, and generate leads.

☐ Create email campaigns

Once you have a great lead generator, you need email campaigns to move those leads through the sales process. Typically, there are nurture campaigns and sales campaigns. I would recommend doing a nurture campaign that is ongoing and simply provides consistent value to your audience. For example, you could send a weekly email that...

- Gives tips (like “3 tips to improve your website”)
- Makes an announcement (like your new podcast episode, blog, or YouTube video)
- Shares a weekly pointer (like “must-know marketing term of the week”)

The goal of your nurture campaign is to solve a problem, offer value, remind people that you are the solution, and send customers back to your website.

You also want to create a sales campaign that starts sending as soon as someone downloads your lead generator. Here’s a standard sales sequence that you could send:

- Email 1: Deliver the asset
- Email 2: Define the problem you solve and the solution you provide
- Email 3: Highlight a customer testimonial
- Email 4: Overcome an objection your customer may have
- Email 5: Offer a paradigm shift to help your customer think differently about their problem and the solution
- Email 6: Sales email

☐ **Show off your skills on social media**

If you want people to hire you, start sharing practical tips to help them get a preview of your expertise. Marketing yourself on social media is a great way to build credibility and awareness for your brand. In fact, having a social media account has become expected for any reputable business.

Use your social media presence to share marketing tips that your audience can apply in their business. This will build trust with potential clients and keep you top of mind when they need help.

Also, if you're like most marketing businesses, you depend on referrals for business. Those referrals may come from friends, family, or past clients. Take advantage of this. Show up consistently in your sphere's social media feeds with marketing tips to stay top of mind. We guarantee you there are people in your social media network who either need help with their marketing or know someone who does. Start showing up regularly with tips or work samples, and be sure to put your face out there! People want to work with people they know and trust, so make yourself and your brand known. This is going to help you tremendously with your lead generation.

☐ **Build an irresistible offer and share it with three people each week**

When you package some of your products together and give that package a title, you will sell more of those products. We call this the “irresistible offer” because this package of products is designed to solve a specific problem.

For instance, you might design a “Small-Business Level Up Package” or the “Small-Business Marketing in a Box” or “Take Your Business Online” package. Those packages can include any number of items from your menu of products, but the specific package is designed to solve a specific problem, such as a stalled small business or a business that is in decline.

Once you create your package of products, give it a great price and make sure to tell as many people as you can about it. People tend to buy products for two reasons: First, the product solves a problem and second, the way that product is positioned (or titled) helps them understand that they need it immediately.

☐ **Charge money for an intake/assessment session**

Have you ever considered charging money to tell people what they need to buy from you? If not, you should. Consider doing an hour-long intake session where you go through a checklist to assess someone's current marketing collateral. Because you're using a checklist, you'll automatically create a list of needs that your customer has and, of course, you create the collateral that meets those needs!

The brilliance of a paid assessment is that your customer gets great value (they find out what a small business marketing plan is and they also find out what they are missing) and when you're done, you can sell them your products. We recommend charging at least \$99 for this product, but you could likely charge \$199 or more.

Here's a pro tip: When you're done, send your client an attractive report that is customized for their business (but for you, it's as simple as filling out a template!).

☐ Use a proven framework to stand out

Anyone who can design a website, write an email, or critique a billboard seems to be a “marketing expert” these days. So how on earth do you stand out in a sea of marketers?

You stand out by having a proven marketing framework that gets results for every kind of client. The StoryBrand 7-Part Framework has helped thousands of businesses clarify their message and get better results from their marketing. The framework is powerful because it's based on the timeless principles of storytelling. The same 7 messages used in every great story can be used in marketing to engage the human brain and call customers to action. When you know how to invite customers into a story in every piece of marketing you create, your clients will be blown away by the growth their business will experience.

The StoryBrand Framework is so powerful that most business owners will only work with marketing experts who understand and are certified to use the framework. Those experts are called StoryBrand Certified Coaches, and they stand out from other consultants or strategists because they use a proven marketing framework that gets results.

☐ Don't grow your marketing business alone

Growing a marketing business shouldn't be hard, shouldn't be lonely, and shouldn't be a mystery. If you really want to grow your marketing business, join the community of StoryBrand Certified Coaches. As a Coach, you will get to...

- Spend 2 transformative days getting personally trained by Donald Miller at the StoryBrand HQ
- Use our exclusive StoryBrand tools and resources with your clients
- Get ongoing growth coaching and incredible support through your Coach Builder membership

Growing your marketing business should be fun, and it really can be. If you're building your marketing business alone, stop. Join our community of hundreds of Coaches and you'll have the help, support, and products you need to succeed.

Apply to be a guide at: coachbuilder.com/storybrand

The StoryBrand Certified Coach Community was created by the people who brought you these bestselling books:

