

## What to do in your daily Marketing Power Hour

One of the biggest keys to success, arguably the biggest, will be how consistently you market your business.

In our business we do marketing every single working day, without fail.

Typically we aim at 90 minutes each a day (although it's often around an hour – hence the name Power Hour).

The reason why we do this is because we know that *getting and keeping customers is the Number One activity to grow and maintain our business.*

So, here is your cheat sheet for what you can do in your daily Power Hour.

- Allocate some time everyday to getting and keeping customers – even if you can't manage a whole hour
- 80% results from 20% of activity - approximately 108 minutes a day
- Pick the time when you're at your best
- **If you're constantly in the "doing" of your business you'll never grow**
- What are the 20% of things that you do in your business that can't be replaced?
- What is the 80% that other people can do?
- What would happen if you outsourced or delegated the 80%?
- Are you wasting your time doing what someone else could do?
- Use a daily marketing planner (see separate sheet)

# FIVE RULES TO MAKING THE POWER HOUR WORK

## 1. Create the right environment/workspace

- Declutter
- Get enough space and light
- Get rid of distractions/noise/phone/email/staff/colleagues
- Couple of monitors if needed

GIVE YOUR SELF A SUCCESS ENVIRONMENT

## 2. No interruptions

- You indulge those you allow to interrupt you – don't do it!

*This is  
VITAL*  


## 3. Create goals – CLARITY MATTERS

- You need to know what you're aiming at – without this you're stumbling in the dark
- You need a clear plan to achieve it
  - a big goal with short term targets
- In business you have a 2-3 month lead time
- Use benchmarks, numbers, stats
  - Hold yourself accountable
  - Daily/weekly/monthly deadlines & goals
- You must be the one setting deadlines
- SET TIME TARGETS

## 4. End times matter

(but hardly anyone uses them)


- Give yourself a specific amount of time to get things done – down to half hour chunks
- Have an end time to appointments

Deadline, deadline, DEADLINE!

## 5. Prioritised lists

- **Today's not over until tomorrow is planned**
- This way you may problem-solve while sleeping
- Do something that will make you more productive (or make you more money)

# 26 ideas for what to do

1. Write emails (marketing)
2. Write a “Stick” letter
  - to a customer shortly after they bought from you remind them why you bought product
  - Deal with buyer’s remorse
3. Reactivate old customers
4. Auto responder campaigns
  - Follow up campaigners for frequent users
  - Keep in touch with enquirer, they will ultimately buy from someone
  - Day 2, 4, 7, 14, 30, 50 and 3 wk intervals
5. One off follow ups
  - Especially if something is in the news
  - Can be topical
6. Crafting avatars
  - Defining target customers = IMPORTANT
7. **Planning how to build your list = VITAL**  **Top Task**
8. Writing and scripting squeeze page hooks
  - Short video and call to action
  - Normally web-form for name and email
  - It’s better to get the details of half the visitors than none at all
9. Planning for writing free reports to give away for No 8 (No 8 comes first)
10. Segment database
  - Create niches
  - Enable personalisation
11. Identify who has the best list for my niche
  - Other people’s customers (OPC)
  - All of your target clients are listed somewhere
12. Facebook
  - If your target market is there

### 13. Headline Brainstorm

- First fifteen words are more important than the following 1500

### 14. Headline tests

- PPC is good for this

### 15. Review PPC results

- The doing is not part of this

### 16. Facebook ads

- Still quite cheap
- Great targeting
- Good for building lists
- Great for consumer businesses

### 17. Planning and scripting sales webinars

- Not the doing but the scripting

### 18. Gathering testimonials

### 19. Planning and scripting sales seminars

- Special offers like sales

### 20. Crafting offers

- Especially intro offers

### 21. Mapping out launch campaigns

- Harder than it looks

### 22. Develop new products

- What are you going to sell next?

### 23. Study Google Analytics

- Monthly
- Can you buy the keywords that bring traffic?
- Nurture links
- Where do they leave from? Fill that hole

### 24. Review and update web content

- More qualified traffic
- More converted traffic
- Keep it up to date

25. Write & design ads

- Copywriting checklist
- Make ads look like editorial
- Headlines, copy, style, font, layout
- Review and refine

26. Write and design sales letters

- For direct mail

**IN YOUR POWER HOUR YOU SHOULD:**

**ONLY WORK ON THINGS THAT  
WILL MAKE YOUR BUSINESS  
MORE SUCCESSFUL !!!**

**If you want further help with creating a marketing  
action-plan then give us a call on 0116 3552194**