

THRIVING IN UNCERTAINTY

# MARKETING & LEADERSHIP RESOURCES



**GUIDEMKTG**  
*Your Marketing Directors*

— IN GOOD TIMES OR BAD —

**DON'T WASTE  
GOOD MONEY  
ON BAD  
MARKETING!**

# 5

## QUESTIONS TO ASK

### 1. WHAT AM I GRATEFUL FOR?

Gratitude reduces stress.

### 2. WHAT ARE MY CUSTOMERS WORRIED ABOUT?

Most companies market their solution to an external problem. But people will buy the solution that *a/so* solves their internal problem — which is a feeling.

### 3. WHAT IS THE INTERSECTION BETWEEN MY TOP REVENUE GENERATORS AND THE CURRENT PRIORITIES AND NEEDS OF MY CUSTOMERS?

Look for ways that you can solve your customers' problem. You don't sell just products or services, you sell solutions. If you can't sell your solution right now, be as generous as possible. During this crisis, depending on your industry, serving > selling.

### 3. WHAT DO I NEED TO DO NOW TO ENSURE A GOOD CUSTOMER EXPERIENCE WHEN THINGS PICK UP AGAIN?

Do you need to improve your skills? Do you need to have a more robust solution for responding to inquiries or bookings? Do you need to improve your lead qualification process so you can determine whether you and your future leads are a good fit? How's your proposal process?

### 4. WHAT OPPORTUNITY DOES THIS SITUATION CREATE?

Crises can be a source of creativity. Reframe your outlook. Instead of focusing on how your current business model may be limited, ask what is possible because of this unique situation. Specifically looking for opportunities instead of limitations will make them more likely. Like I (Becky) remind my kids, "You'll find what you're looking for."

### 5. IS THERE ALREADY-IN-PLACE MARKETING THAT I NEED TO PUT ON PAUSE OR RE-WRITE?

If you're a planner, you might have scheduled social posts, email campaigns, digital advertising and more queued up for release. Take time to double check what those say so you don't end up sounding disconnected or insensitive. (This is a good time to check your kids' backpack for a lunch box you might have forgotten about, too.)

# 4

## WAYS TO WIN

1. FOR YOUR CUSTOMERS
2. FOR YOUR BUSINESS
3. FOR YOURSELF
4. FOR THOSE YOU LOVE

How can you win today?

At Guide MKTG, one of our three Critical Actions is to “Stack up small wins.” Don’t think too big — there’s too much uncertainty and it will push you into overwhelm. Just make forward progress. One foot in front of the other.

Choose 3 objectives for every day. Not only will you advance your to-do-list, you will generate a real sense of accomplishment. Success breeds confidence. And confident leaders make better decisions.

# 3

## PARTS TO YOUR ONE-LINER

When someone asks “What do you do”? Your answer should include:

1. WHAT YOUR CUSTOMER’S PROBLEM IS
2. HOW YOU SOLVE IT
3. HOW YOUR CUSTOMER WILL BE BETTER AFTER BUYING FROM YOU

We help business leaders write effective one-liners as part of creating a Clear Company Message. Once it’s dialed in, you can:

- Put it on your business card
- Make it your email signature
- Paint it on a wall in your office
- Use it as your social media bio
- Have your entire team memorize it. When everyone on your team can repeat the same one-liner, your entire staff turns into a sales force.

# 2

## FREE COMMUNICATION TOOLS

### 1. LOOM.COM

Record short videos that are easy to send via email.

### 2. ZOOM.COM

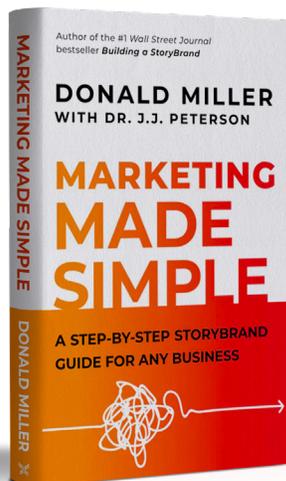
Hold video meetings with your customers, friends, or family.

It seems the entire world has discovered Zoom (in existence since 2011) overnight, and Zoom has responded generously to new users.

# 1

## THING TO READ

In 2017, Donald Miller published *Building a StoryBrand*, which taught us how to craft a clear message using a proven **messaging** framework.



On March 17 of this year, the follow-up book arrived — *Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business*.

In this book, Don and Dr. J.J. Peterson provide a 5-part **marketing** framework. After reading this book, you'll know exactly HOW to use your clear message to create a full marketing plan.

We suggest buying from a local, independent bookseller — you'll get a great book and support another small business.

Thanks for trusting us with your concerns and talking through your plans on today's call. Helping small businesses survive and thrive is why we exist.

Even in the best of times, business leaders are overwhelmed by marketing decisions — they fear they're wasting money and missing out on customers. We serve as strategic and creative guides who prevent "random acts of marketing." This gives leaders more confidence, more time and more leads.

If you'd like to go through a typical discovery process to see if working together would be a good fit, feel free to schedule another call. We're ready to help you respond well to this moment and whatever the future holds — avoiding mistakes and reaching your goals.

[CLICK HERE TO SCHEDULE YOUR  
FREE, 30-MINUTE DISCOVERY CALL](#)

*Josh Becky*

Josh Cowen & Becky Martin  
*Your Marketing Directors*



+ GUIDEMKTG +  
*Your Marketing Directors*