

Marketing Mentoring



Our affordable mentoring programme includes:

- Your choice of 1, 2 or 3 month commitment
- **Weekly confidential online video/phone consultations** – regardless of your location
- **SWOT analysis** – understand your strengths, weaknesses, opportunities & threats
- **Message development** – improve how you describe your products & services
- **Detailed marketing planning** – developing strategies, budgets & deadlines
- **Easy to use tools & templates** – use them for the life of your business
- **Accountability** – helping you keep to important marketing deadlines & budgets
- **Peace of mind** – feel confident in your choices and enjoy your success

The mentoring process:

Our **confidential process** will help you frame and execute a programme that connects directly to your organisation's business goals – and to help you set aside any reservations you've had about marketing such as being overwhelmed by options or fear you'll make expensive mistakes.

Our **specially designed tools** facilitate this process by helping you develop each of these areas in a logical and straightforward way, giving you at once a sense of the big picture and command of the various details required to succeed with your marketing.

In each **one-hour session** – via phone or video (such as Skype) – we'll walk through each tool in a systematic way and ask the tough questions necessary to succeed. Between calls you will have homework (researching, planning, prioritising, etc.) that we can evaluate and discuss in each subsequent session.

By the end of your mentoring programme you'll have a **well-framed marketing programme** in place -- as well as peace of mind from knowing you've thought it all through in a logical, precise fashion.

Sample mentoring programmes*

Weeks 1-4

- Discovery (SWOT analysis, audience and competitors)
- Marketing strategies ideation
- Marketing tactics ideation
- Basic marketing calendar

Weeks 5-8

- Detailed marketing plan
- Detailed marketing calendar
- Detailed budgets
- Materials creation for business, community or web

Weeks 9-12

- Deploying your marketing plan:
- Outreach through various channels
- Measuring results and course corrections
- Future-proofing your marketing

STARTUP (€229)

TRADER (€399)

ENTREPRENEUR (€679)

**Content of each mentoring programme is unique to each client.*

Book your mentoring sessions today online at: www.lovesmallbiz.com