



# The Revenue Growth Start-Up Kit

**Version 1.0.3 (UK)**

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## Purpose of the Revenue Growth Start-Up Kit

The purpose of the **Revenue Growth Start-Up Kit** is to introduce you to the Action Plan Marketing system of attracting profitable customers, increasing sales and growing your margins. It is a proven approach to attracting profitable business with integrity and without manipulation.

**This Workbook is designed to accompany a programme to help you attract more profitable, high-value customers.** The ideas in this workbook and presentation are the tip of the iceberg of more comprehensive programmes that can be offered to help you be more successful.

**This workbook and presentation gives an overview of the Seven Fast Track Revenue Growth Principles that are proven to attract more customers to your business.**

**Succeeding in the Game of Revenue Generation can be thought of like a game of golf.** We consider the role of Marketing is to drop as many of your 'revenue generation' balls on the green within inches of the hole as possible. **Marketing does this by providing your business with abundant, qualified potential client opportunities** who are well matched for the products and services that you provide. The role of Sales is then to 'sink the putts' by converting these opportunities into profitable sales.

**The purpose of this Fast Track Start-Up Kit is to increase your Marketing effectiveness** and provide your business with abundant qualified opportunities ready to be converted to profitable sales.

**The Seven Fast Track Steps are as follows:**

- 1. Marketing Ball** - The Game of Marketing
- 2. Marketing Mindset** - The Inner Game of Marketing
- 3. Marketing Syntax** - The Language of Marketing
- 4. Core Marketing Message** - The Value of Marketing
- 5. Marketing Information** - The Currency of Marketing
- 6. Marketing Tactics** - The How-To of Marketing
- 7. Marketing Action Plans** - The Structure of Marketing

**Before we start working on any actual marketing, we need to look at what marketing actually is and how it works. We look at marketing as a game and call that game 'Marketing Ball.'**

## Step 1 - Marketing Ball - The Game of Marketing

**Marketing is a game.** The purpose of the game is to turn strangers into prospects, buyers, and customers. Marketing Ball is a model to help you understand this game and play it effectively. (See the Marketing Ball diagram, next page.)

**Marketing Ball starts in the 'Locker Room.'** This is where you develop your Core Marketing Message that lets your prospect know who you work with, what issues and challenges you address, and the solutions and outcomes you deliver. We will cover your marketing message in Fast Track step 4.

**Once you have your marketing message developed, you get to play and step up to Home Plate.** Every prospect you have a connection with is a new 'chance at bat.' When you make this connection, you have the opportunity to communicate your Core Marketing Message. If you do it well, you generate attention and interest.

**When someone is interested in your message, you're on First Base.** They're not a buyer yet; they may not even be too enthusiastic about what you're offering, but at least you have their attention. At this point, a prospect is open (at least to some degree), to knowing more about your services. (More on how to accomplish this in Steps 3 & 4.)

**Once you're on First Base, you want to get to Second Base.** You know you're on Second Base when the prospect is willing to explore working with you. This usually takes the form of a meeting of some kind. And the way you get onto Second Base is by developing Familiarity and providing the right Marketing Information.

**Now that you're on Second Base, your goal is to make it to Third Base.** The journey from Second to Third is the sales process. And when you're on third, the prospect is ready to buy. They want to work with you. You're almost home. Just one more base before the client is actually secured.

**From Third Base, your aim is to get back to Home Plate and score a run (a new client).** This step is a matter of agreeing to terms, signing a proposal or contract and getting your first payment. Sometimes this takes a long time and a lot of work. Often it happens immediately after you get to Third (depending on many factors such as the size of the contract, the kind of service you offer, etc.).

**When you play Marketing Ball, you know exactly where every prospect is** and what you need to do to move them to the next base.

## Marketing Ball - The Game of Marketing



## Marketing Ball - Playing the Game

**Where are your prospects in the Marketing Ball Game?** Every prospect can be located on the Marketing Ball Diagram. The following five positions will give you a better sense of where your current prospects are.

### **Strangers**

Which prospects don't know you or have any current affiliation with you who could potentially be future customers? What can you do to create affiliation with them?

### **Affiliation**

Which prospects do you currently have some affiliation with but who are not currently familiar with you? What can you do to become familiar to these prospects?

### **Familiarity**

Which prospects are currently familiar with you, but do not have a lot of information about your services? What can you do to provide information to these prospects?

### **Information**

Which prospects have information about your services but do not have a real experience of what you can do for your customers? What can you do to provide an experience for these prospects?

### **Experience**

Which prospects have had an experience of you (and what you can do for your customers) but have not yet had a sales conversation with you? What can you do to initiate these sales conversations?

**As you'll discover in Fast Track Step Six**, a prospect's current location on the Marketing Ball Diagram determines which Marketing Strategies you'll use. So let's look at where your current prospects are:

## Identifying Your Prospects

<b>Marketing Ball Diagram Location</b>	<b>Prospects</b>
<b>Strangers</b>	
<b>Affiliation</b>	
<b>Familiarity</b>	
<b>Information</b>	
<b>Experience</b>	

## Step 2 - Marketing Mindset

### What Marketing Mindset Shapes Your Current Results?

**Marketing starts with how we think about marketing ourselves.** And a great many Service businesses have mindsets about marketing that are hindering their marketing efforts much more than helping them.

**A marketing mindset, is where we come from about marketing.** It's what we think about. It's our attitudes, thoughts, beliefs, expectations, fears, fixed positions, assumptions, and limitations. You could say that our marketing mindset is the 'water that we swim in.'

**It affects us profoundly, but we don't see it because it's so close to us.** What we focus on, what we believe, what we think and what we assume, shape our actions. And if these beliefs, thoughts and assumptions are negative, we see marketing as something bad, something to be avoided.

**Here are a few of the beliefs, thoughts and assumptions I've heard from Service businesses over the years.** Do any of them sound familiar to you? Do you operate from any of these as if they were the gospel truth?

Marketing doesn't lead to sales results  
Good sales people don't need marketing  
We've build the world's best mousetrap, customers will find us regardless  
Marketing takes too much time and money and rarely works  
There's no point marketing as nobody believes you anyway  
It probably won't work anyway, so why bother?  
If I ask for referrals it will sound like I'm begging  
People won't be interested in what we have to offer  
Marketing doesn't work for our kind of services  
Marketing just puts people off  
I don't have the time to market myself  
Marketing is a complete waste of time and resources  
Marketing is hard and it's expensive  
Only people with sub-standard services need marketing  
I can't start until I know exactly what to do  
Marketing is a bother and an interruption to people  
No one will read our articles we're no good at writing  
I'm not a good speaker – nobody will listen to me

**How many of these are true for you?**

## Is it Really True?

**The big question to ask about all these beliefs, thoughts and assumptions are the following:** Are they really true? Or are they just ideas you've bought into and taken on as an inflexible marketing mindset? What if they weren't true but you were operating as if they were? Wouldn't that be operating as if there was a big snake on the floor of your office, when it was really only a coil of thick rope?

The way to change your marketing mindset is to first tell the truth about your current mindset. The following four questions and turnaround, developed by Byron Katie ([www.thework.com](http://www.thework.com)) are the most effective way to do this, in my experience.

### Working on Your Negative Thoughts or Intentions

First choose a thought or belief that is opposing your intention to be a successful marketer of your services. This might be:

**"I don't have the time to market myself."**

Now ask yourself this first question:

#### 1. Is this thought true?

*Answer with yes or no. Then answer the second question if you answered Yes.*

#### 2. Can you absolutely know it's true?

*Answer with yes or no. Then answer the third question.*

#### 3. How do you react when you believe that thought?

*List all of the things that you do (or not do), other thoughts and feelings you have when you think the thought you are working on. Then answer the fourth question:*

#### 4. Who would you be without that thought?

*If that thought was impossible for you to think, how would things be different?*

#### 5. Now turn the thought around to its opposite.

*A turnaround to this thought would be: "I do have time to marketing myself."*

*And then ask if the turnaround is as true or more true than the original thought.*

**That's it. Now you are looking at your original thought in a whole new way.** You will find you are less attached or identified with this thought and have new options. This thought lessens its grip. The thought is no longer 'thinking you.' You have the choice of what thought would serve you better to achieve your goal.

## Doing The Work

**Your limiting mindset or thought:**

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**Is it true? (Yes or No?)** \_\_\_\_\_

**Can you absolutely know it's true? (Yes or No?)** \_\_\_\_\_

**How do you react when you believe this thought?** \_\_\_\_\_

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**Who would you be if you couldn't think this thought?** \_\_\_\_\_

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**Turnaround the thought (Is the turnaround as true or truer than the original thought?)**

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**What are three examples of how this turnaround is true?**

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## Step 3 - Marketing Syntax - The Language of Marketing

**Marketing has a language.** The purpose of this language is to get attention, generate interest, arouse desire, and stimulate action.

**But most of us don't understand this language or even realise that it exists.** I call this language Marketing Syntax and this is how it works: It's simply a matter of putting your marketing communication in the right order. The correct order of your marketing ideas always gets better results than if the ideas are in the wrong order.

**Here's the Marketing Syntax that seems to work the best:**

- 1. Target** - Who are your ideal customers?
- 2. Problem** - What is your prospect's issue or challenge?
- 3. Outcome** - What result or outcome would they prefer?
- 4. Story (Proof)** - Stories or case studies of moving from problem to outcome.
- 5. Benefits** - What's everything customers get when they work with you?
- 6. Credibility** - What qualifies you to do what you do?
- 7. Process** - What do you actually offer and how does it work?
- 8. Call-to-Action** - What do you want them to do next?

**By playing Marketing Ball and using Marketing Syntax, your marketing effectiveness will increase automatically.** You now have a simple structure and system for attracting more customers to your business.

**Correctly used, Marketing Syntax is what gets you to First Base.** It's the language that makes sense out of your offering; it interests prospects in what you have, and makes them want to know more.

**The best way to understand Marketing Syntax is through practicing a marketing conversation.** On the following page you'll be taken through the use of the 'Audio Logo' and Ultimate Outcome. You'll discover that although simple in theory, actually employing marketing syntax in practice can be quite challenging!

## Marketing Syntax - The Audio Logo

**What do you say when someone asks you what you do?** This is a great opportunity to use Your Core Marketing Message, utilizing Marketing Syntax. The combination of Target - Issue - Outcome - Story will typically get more attention and interest than talking about your process, benefits and features.

### The formula is:

*What do you do?*

We work with \_\_\_\_\_ (This Target Market )

Who \_\_\_\_\_ (Who Have this Issue or Challenge)

*How do you do that?*

We help them get \_\_\_\_\_ (Ultimate Outcome)

*Tell me more*

A good example is \_\_\_\_\_ (Success Story)

### Construct your own:

*What do you do?*

We work with \_\_\_\_\_

Who \_\_\_\_\_

*How do you do that?*

We help them get \_\_\_\_\_

*Tell me more*

A good example is \_\_\_\_\_

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## Step 4 - Core Marketing Message

**Your Marketing Message is More than a USP or Value Proposition.** It is the complete message that needs to be consistently communicated to your prospects and customers. It answers the following four key questions:

1. Is this service for me?
2. Why do I need this service?
3. What do I get from this service?
4. Does this service really work?

**The Core Marketing Message consists of four parts:**

### **Target Market/Ideal Client**

Who are your ideal customers for this service? Industry, position, needs, situation, etc. What's the 'personality profile' of an idea client?

### **Issues/Challenges**

Why do your ideal customers need this service? What's not working or could work better? What's missing? What's broken? What's frustrating or what are they struggling with?

### **Ultimate Outcome**

What actual results will your customers be left with? What is the actual want? What ultimate result will make them happy?

### **Success Stories (Proof)**

Who else has used your service and what were the results? What's an actual story of working with a client and moving them from where they were to your ultimate outcome?

**Core Marketing Messages are used in every marketing conversation:**

Networking and sales conversations

Web sites and brochures

Presentations and talks

Articles and newsletters

## Your Marketing Message

### Target Market - Ideal Client

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### Issues/Challenges

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### Ultimate Outcome

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### Success Story

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## Step 5 - Marketing Information - The Currency of Marketing

**Marketing Information is the currency of marketing.** It's what people want more of once you have their attention and interest. If you give prospects the right information, at the right time, you buy their time, their trust, and their commitment.

**But what information do you need to give?** The key is to provide information that answers a prospect's key marketing questions. And these questions are as follows:

1. What exactly is this service and why should I be interested?
2. Is this service for me? Will it work for me and/or my business?
3. What kind of results can I expect with this service?
4. What are all the benefits and advantages of using your services?
5. How exactly do your services work? What's the process and structure?
6. Who else has used this product or service and what were their results?
7. Are you credible? Do you have the experience to help me?
8. What do I have to do next to get and use your services?

**If your Marketing Information effectively answers these questions,** your prospects move closer to doing business with you. If these questions are not adequately answered, they tend to move away from doing business with you.

**You'll notice that this information also follows the pattern of the Core Marketing Message and Marketing Syntax.** The right Marketing Information needs to be readily available to prospects when they need it.

**Marketing Information can be presented in the following formats:**

- Elevator Speeches or 'Audio Logos'
- Web Site Content
- Articles and Reports
- Brochures and Flyers
- Surveys and Scorecards
- Newsletters and eZines
- Presentations and TeleClasses
- Audio and Video recordings

**Your job as a marketer is to conceive, design and develop all of this Marketing Information.** In the following section, you'll be developing the outlines of some important pieces of Marketing Information.

## Marketing Information - Executive Summary

**An Executive Summary is a one-page overview of your services.** It has to say a lot in a short space. An Executive Summary is something you might fax or email to a prospect who wanted a quick summary of your services. It's something you might hand to those in your networking group. It could be reworked to be the home page of your web site. It communicates the essence of the Core Marketing Message for all your services.

### The formula is as follows:

#### **Problem-Oriented Headline**

Key Issue or Challenge Facing Prospect

#### **Solution-Oriented Sub-Head**

Outcome they would prefer to have

#### **Problem-Oriented Opening Paragraph**

More details about Key Issue or Challenge. Make it crystal clear that you understand what your prospects are experiencing by discussing their problems, pains and predicaments.

#### **Purpose of Service**

Ultimate Outcome-oriented second paragraph. Discuss what's possible or what things will be like when your prospects' problems are solved.

#### **You're Not Alone**

Why your prospects are stuck in the problem and don't have the solution.

#### **What You Need to Do**

What are the key steps to success in this area? What do they have to do to solve the problem and get the solution?

#### **Call to Action**

A statement of who you are, what you do, how you can help, and an invitation to the prospect to take the next step.

### Your Action Step

#### **Write an Executive Summary of your business following this outline.**

When you're writing compact information about your services, it can be a lot harder than writing more detailed information. Every word has to count. You have about five paragraphs here that give a concise snapshot of what your business is about. Look at the examples of the Executive Summaries before starting.

## Step 6 - Marketing Strategies - The How-To of Marketing

**Which Marketing Strategies or Activities will you use to market your various services?** And what are your plans to implement those strategies? Some of the strategies you may choose include:

Networking, Industry Affiliation, Conferences  
Newsletter or Email Newsletter (eZine)  
Articles/Publishing (offline and online)  
Speaking Presentations, Briefings  
Direct Outreach – Letters or email and Follow-up  
Setting Appointments  
Generating Referrals

### Choosing Your Strategies

**Some services may utilise several strategies, while other services may utilise only one strategy.** In many cases, completely different strategies need to be used for different services. One way to think of marketing strategies is as 'marketing recipes' with a specified number of ingredients and processes.

**Each Marketing strategy includes all the previous five steps:** The process of Marketing Ball, Marketing Mindset, Marketing Syntax, Core Marketing Message, and Marketing Information. Finally, each Marketing strategy requires a Marketing Action Plan (Fast Track Step 7).

**The Marketing Strategy you choose will depend on where your prospects are located on the Marketing Ball Diagram.** You will use very different strategies to get the initial attention of strangers than you'll use with prospects who already have an experience of you.

**It is not hard to find Marketing Strategies to use.** There are books filled with them. I call these 'marketing recipe books.' It's often a good idea to study several of these books and customise a Marketing strategy that is appropriate for your service. Just make sure to incorporate all the other Fast Track Steps in its implementation.

**Time to choose some Marketing Strategies.** For each stage of the Marketing Ball diagram list one or more strategy, which will help you get to the next stage. The following page gives two strategies for each Marketing Ball stage.

## Your Marketing Strategies - Networking Sample

<b>Marketing Ball Diagram Location</b>	<b>Tactics for Networking Marketing Strategy</b>  What you do and where you start depends on where your prospects are in the marketing ball game.
<b>Strangers to Affiliation</b>	<ul style="list-style-type: none"> <li>• Join and get involved in professional associations, industry groups or chambers of commerce.</li> <li>• Have customers and associates introduce you to new potential customers.</li> </ul>
<b>Affiliation to Attention and Familiarity</b>	<ul style="list-style-type: none"> <li>• Spend time meeting with people through various networking, social and community functions.</li> <li>• Follow up with those you've met and find out more about their business.</li> </ul>
<b>Familiarity to Information</b>	<ul style="list-style-type: none"> <li>• Meet over lunch or coffee to learn more about their business and to share about yours.</li> <li>• Provide information in the form of articles, case studies, newsletter and eZine.</li> </ul>
<b>Information to Experience</b>	<ul style="list-style-type: none"> <li>• Build relationships through association activity, board of directors and community involvement.</li> <li>• Invite to executive briefing or introductory seminar/workshop.</li> </ul>
<b>Experience to Selling Conversation</b>	<ul style="list-style-type: none"> <li>• Suggest you speak in more depth about how you might be able to work together.</li> <li>• Follow up from introductory events and set up appointments to explore possibilities.</li> </ul>

## Choosing Your Marketing Strategies

<b>Marketing Ball Diagram Location</b>	<b>Tactics for Networking Marketing Strategy</b>  What you do and where you start depends on where your prospects are in the marketing ball game.
<b>Strangers to Affiliation</b>	
<b>Affiliation to Attention and Familiarity</b>	
<b>Familiarity to Information</b>	
<b>Information to Experience</b>	
<b>Experience to Selling Conversation</b>	

## Step 7: Marketing Action Plan - The Structure of Marketing

**Each marketing strategy needs to have a specific Marketing Action Plan that includes the following components:**

**Service Offered** - What is the service you are offering?

**Target Market** - Your ideal prospects for this service.

**Value and Pricing** - What is the service worth and what can we charge?

**Marketing Strategy** - Marketing activity you'll employ

**Purpose** - Main outcome you intend to produce

**Intended Results** - Additional desired outcomes

**Marketing Information** - Materials to convey your message

**Basic Game Plan** - Exact details on how this strategy will be executed

**Heart of Activity** - Most important element of the strategy

**Calls to Action** - What you'll ask the prospect to do next

**Resources** - Ideas, money, time, and people required for success

**Timeline** - Action steps with dates

**This Marketing Action Plan incorporates all the seven Fast Track Steps.**

It is your ultimate marketing blueprint. Now that you have done all the previous Fast Track Steps, it is relatively easy to create Marketing Action Plans. You have all the principles and components to implement a plan that is in alignment with your primary marketing objectives.

**A true marketing plan for any organization is simply a collection of detailed Marketing Action Plans** that are developed, tested, implemented, measured, and fine tuned. When you have a Marketing Action Plan that is working, it is doing one thing: Moving prospects through the Marketing Ball Diagram until they have become profitable customers.

**A Marketing Action Plan needs to be developed like a gourmet recipe or a finely tuned machine.** If you follow the Seven Fast Track Steps faithfully, you can expect a very high degree of success with your marketing.

**On the following pages are templates for creating Marketing Action Plans.** In Fast Track Step 7 you will create several Marketing Action Plans for your business. These will form the foundation for the plans you'll ultimately implement.

## Marketing Action Plan

**Service** \_\_\_\_\_

**Target Market** \_\_\_\_\_

**Pricing** \_\_\_\_\_

**Strategy** \_\_\_\_\_

**Purpose** \_\_\_\_\_

**Intended Results** \_\_\_\_\_

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**Materials Required** \_\_\_\_\_

**Game Plan** \_\_\_\_\_

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**Heart of Plan** \_\_\_\_\_

**Calls-to-Action** \_\_\_\_\_

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**Resources** \_\_\_\_\_

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## **An initial conversation about growing your business**

John is happy to have an initial 'no cost – no commitment' conversation with you to help you understand how these principles can be applied to your specific situation and business and determine their potential impact for you.

Specifically I am confident that my expertise can help you:

- Increase your sales and profitability on new business
- Win, keep and grow profitable customer relationships
- Fill your sales pipeline with more attractive opportunities

An initial conversation can be held by phone or in person in London if you prefer. Typically these conversations take 45-60 minutes, once again there is no commitment expected from you beyond this conversation.

John can be reached by using the contact details below.



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For over 25 years, John Corr has worked with leaders of businesses who are uncomfortable with their current profitability and growth and want to take action to turnaround their situation to increase their revenues, profits and growth.

Leading firms that John has helped include: AOL Time Warner, AXA, Barclays, Capital One and Kingfisher in their international operations in the UK, throughout Europe, USA and India.

His earlier career includes senior executive positions with Nationwide where he was responsible for over £5 billion per annum mortgage, savings & investment new business sales.

### **Contact details**

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