



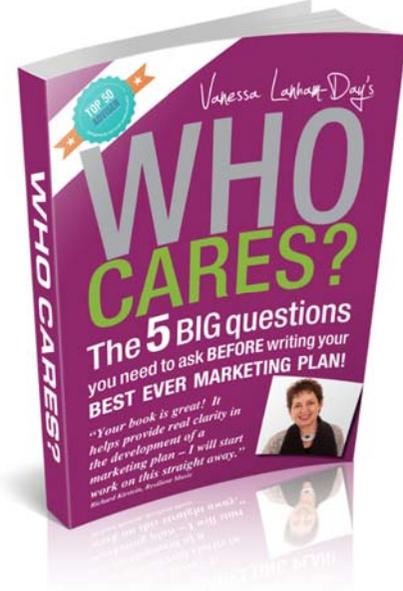
Vanessa Lanham-Day's

WHO CARES?

The 5 BIG questions you need to ask BEFORE writing your BEST EVER MARKETING PLAN!

“Your book is great! It helps provide real clarity in the development of a marketing plan – I will start work on this straight away.”

Richard Kirstein, Resilient Music



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What's it all about?

So what are the **5 BIG questions** that are going to transform your marketing thinking? Well, that's easy - **WHY? WHO? WHAT? WHERE?** and **WHEN?** But perhaps more telling is the question that's NOT in the list ... and that's **HOW?**

I say this for good reason. With nearly 30 years as a marketing & communications consultant, the most typical questions I am asked are the **HOW?** questions. They come in all sorts of guises ... from 'How do I get the Yellow Pages sorted?' back in the old days to 'How do I build a website?' and 'How do I deploy social media in my business?' nowadays.

All these relate to **HOW** you are going to use communications tools and not **WHY?** Yes, almost certainly you do need a website – or more-often a revised website – and you probably need to understand social media too.

But unless you understand – and I mean **REALLY** understand – what part these tools play in the total marketing journey, it's a meaningless and time-wasting exercise. Designing the wrong type of site and spending time developing an unhelpful social media profile does not help anyone achieve their goals.

To combat this, I have devised a unique process called **OnTrack Marketing**. It's an approach that encompasses everything – from the big motivator **WHY?** questions at the beginning, to detailed implementation (**HOW?**) and ongoing review at the end ... before it all comes full circle; marketing is, by its very nature, an ongoing journey after all. (For more info go to www.on-track-marketing.co.uk)

This book deals with those **BIG** motivating issues. **WHY? WHO? WHAT? WHERE?** and **WHEN?** If, or more to the point, when you have answers to these key questions, the **HOW?** becomes easy - incredibly easy in fact.

But if you don't address the biggies up front, or you skim through them with no real thought or depth, you'll find you've got a time-consuming and potentially expensive uphill struggle on your hands.

I hope the following pages help you on your marketing journey.

Vanessa Lanham-Day

So ultimately, WHO CARES?

I called this book **WHO CARES?** for a very simple reason. Because great marketing all comes down to caring. Yes, my five key questions are **WHY? WHO? WHAT? WHERE?** and **WHEN?**, but the point is that between them they define the parameters of the two most important people in this whole relationship. **You – and your customer.** Both of you need to care – a lot!

You need have a passion for your business ... if you don't care, why should anyone else? Now, passion comes in lots of forms: A profound need to change the world. The need for personal power. The need to be famous ... or rich... or both! To help humanity. To leave a legacy. To put something right. To raise awareness about a cause. Often more than one.

And your **customers** need to care too. Because if they don't – you haven't got much of a business. It needs you both to make it work ...

- If you don't care and nor do your target customers – you'll never even get started.
- If you've got a passion but no-one else shares it ... then you'll never build a profitable business.
- If your customers are passionate but you don't repay their loyalty with respect then you won't build a sustainable business. Gerald Ratner is the perfect example of how all this can go wrong when he described Ratner's jewellery as 'crap' and watched his business tumble as a result.
- But if **you** are passionate about what you do and so are **your customers** - well, let's get this party started!

When you tap into your passion, it becomes much clearer why your business is important to you. It therefore defines the level of priority you'll give to your business and the sacrifices you're prepared to make to get it to where you want to be.

Passion is also intensely empowering. Energy and momentum go hand in hand with passion and you'll soon find this helping you to transform your business. Put simply, you're getting **MUCH** more done!



And one more thing before we start ...

Your Marketing Mindset ...

As I said at the start – **WHY? WHO? WHAT? WHERE?** and **WHEN?** are **BIG** questions, especially if you choose to address them fully. So they deserve **BIG** answers. Ones you've sweated over and wrestled with. Ones where you're sure you're right.

So don't do yourself a disservice by not thinking like the top guys - the most successful and inspiring entrepreneurs. We all have a lot to learn from them and you need to tap into how they think and act on all sorts of levels.

- They are driven to succeed – they know all about **WHY?** they do what they do – more of that shortly
- They think like **marketers** – **ALL** of the time
- They **prioritise** their marketing and business growth
- They are **RUTHLESS** about how they use their **time and resources**
- They **plan** EVERYTHING
- And when **unplanned opportunities** arise – they know how to slot them into the machine (Richard Branson is the **MASTER** at this!)
- They think **BIG. Always!**

So, who's your favourite inspiring entrepreneur? Richard Branson? Lord Sugar? Steve Jobs? Ask yourself, *'how would they run my business?'*

1 - The WHY? Questions

WHY are you in business?

Think about the things you have chosen to spend your money on in the past. An **Apple iPhone** for example? A **Dyson** vacuum cleaner? A **Pret a Manger** sandwich? Even an **Easyjet** air ticket? Why? Why them specifically?

These brands demonstrate absolute passion for what they do. Whether it manifests itself in design, functionality, health consciousness or making travel available to the masses, they are all passionate advocates of what they do. And it's no coincidence that they are also very successful.

All they do is in accordance with their central passion. You won't find a cheap Apple product that looks and feels naff, or a Dyson that fails on basic engineering. There are no burgers to be found at Pret a Manger and no first class at EasyJet.

Everything is in tune with their core purpose. Absolute congruency of behaviour. And it needs to be the same for you too.

Homework on your big WHY?

So ask yourself ...

What is my big WHY? My passion and PURPOSE?

Go on ... go and write it down now. This is absolutely critical.

Because if you don't have a really convincing answer to this question, you're going to struggle to convince anyone else they should buy from you.

Your passion is the fuel that feeds your hungry marketing engine. It creates the fire and a mass of energy that you can use to propel your message more powerfully.

That doesn't mean that you'll never make a sale if you're not Mr Passionate but you may never build a great business. You will have a major in-built limitation that will simply hold back your marketing engine – and your business growth.



Your **WHY?** needs to be bigger than the money

For many business owners, financial imperatives are big motivators. Fear of losing it all or the need to create a future and opportunity for your family are both very powerful incentives. These are important for sure - but on their own they are not enough.

No-one else can buy into your financial dream. There's no shame in wanting to make money but you need to find a business purpose you really believe in to turn your passion into profit.

Reconnect to your **WHY?**

It's easy to lose sight of where it all started. The day-to-day minutiae of running a business can easily cloud your vision. Which is why you need to step back and really engage with your passion – the reason you went into business in the first place.

We all know that when we are passionate about something you are immediately more interesting and re-connecting with this energy will reignite your passion. It will help you discover your unique voice, making it far easier for you to share your ideas and beliefs with your audience and turn this into profit.

Homework on your passion...

To capture your passion, try some of these ideas ...

- **Create a visual 'map'** of all the things that are important to you about your business
- **Write a speech** about 'your story'
- Ask a friend to **quiz you about what you do** – but make sure they don't let you get away with 'half hearted' or limp!
- Sit back and give yourself some quiet time and **visualise in your head** what it's all about. A drop of that whale music can often help here!
- And don't worry if it gets **emotional**. That's a good thing.

2 - The WHO? Questions

WHO? are your customers?

Ok, we now know **WHY?** you do what you do but who's going to benefit? **Really getting to know and understanding your niche sector is critical.**

Too many people think that **anyone** could buy what they sell; accountants that target 'small to medium sized business owners' and coaches who want to talk to 'anyone with a problem'. It's just too wide. You can't narrow your message until you narrow your audience.

The international business speaker Joanna Martin talks about your niche needing to be *"an inch wide and a mile deep"*. It allows you to become absolutely engaged with a narrow audience and issues that are important to them.

Case study ...

A large Chinese restaurant near where I live could have argued that 'anyone' could eat there. Who doesn't like Chinese after all? But they specialised in hen parties at weekends; you could barely move for large groups of 'tipsy' girls with L plates, micro veils and flashing headgear.

They offered set menus, so no fuss over choosing what to eat, and plenty of cheap bubbly. They had a disco, a dance floor and daft competitions for the brides. They could connect you with strippergrams, costume shops and pink stretch limo companies. The lot. The maitre d' could also be guaranteed to strip down to a leopard-print jock strap at some point in the evening - I'm being deadly serious here!

It was packed every weekend – 200 or so covers – and they sold a lot of alcohol late into the night. Which made it a very profitable business, even if it put off people wanting a quiet dinner for two.

They made a definite business choice and they knew their niche inside out. They knew exactly what hen parties were looking for and went out of their way to provide it. It really pays to narrow your niche and provide the absolute no-brainer service that keeps them coming back for more.



Homework on your niche ...

- **Demographics** – their age, sex, where they live, income, kids ...?
- Do they share a **unique interest, passion or connection**?
- Or a shared **problem**?
- Or shared **attitudes and opinions**?

As soon as you start to really narrow your niche, you can understand the way your customers think, what informs their decisions and their biggest concerns.

- **Give him or her a name** - this really helps you connect
- What's Bob's **precise motivation** to buy?
- What are Bob's **opinions** likely to be?
- What are Bob's **hopes and dreams**?
- And what **keeps Bob awake** at night?

By painting a really detailed picture – or AVATAR – of Bob, you will be able to talk to him in a clear and compelling way. Just as if Bob was sitting opposite and you were explaining what you do directly to him.

And **WHO?** are your competitors?

The other big **WHO?** is your competition. Too many business owners either ignore them or copy them – and neither is a good strategy. Be aware of them and learn from them. What makes **YOU** unique and different?

Homework on your competition...

Big picture: Think laterally - don't think *'I'm an Italian restaurant, what other Italian restaurants are there?'* Consider all restaurants and even the posh 'eat at home' sector. Understanding exactly where you fit in can really help your messaging.

Small picture: Closer to home, ask yourself, *'what are names that keep cropping up?'* If you are an accountant, who are you most likely to lose business to? Who else tends to be on your customer's shortlist?

3 - The **WHAT?** Questions

WHAT? do you do that really helps your niche?

Get really specific. What specific problem are you solving? I mean the REAL problem, not some superficial version. Go back to your customer 'avatar' and uncover the depths of the issues. How can you respond? How can you not only 'scratch their itch' but also prevent their itches well into the future?

For instance ...

Let's say you provide crèche services and you know that parents are fearful about security and safety for their kids... so talk to them about the safe and secure environment you provide, with a low ratio of careers to kids.

You know they worry about their kids meeting - or even surpassing - developmental milestones... so assure them that the low-ratio, individual attention will stimulate strengths plus identify weaknesses, reporting back to parents frequently with ideas on support.

You know they feel guilty about leaving their kids... so explain how the evidence shows that well-socialised and stimulated kids surpass educational norms.

When you start to fully understand **WHAT?** you do for your specific market niche, you start to bring together some really powerful marketing messages. Use these in your marketing materials and they will resonate totally with your audience. If they are superficial and general you simply won't hit the spot and won't achieve your objective.

Homework on your **WHAT?** messages...

- How does what you do compare to the market?
- Where does your offering fit in - and why should they buy **YOU**?
- What's going to make you stand out?
- What makes you 'the go-to guy' ... or 'gal'?
- Think about the language you are using - make the messages rich and compelling so your niche customers would be foolish not to talk to you.



WHAT? are your BIG numbers?

A basic lack of financial and accounting knowledge can turn a great business concept into a disaster – however good the strategy and marketing.

I am constantly surprised how often business owners are blissfully unaware about their financial facts of their business. This stuff is gold dust and, even if you're not a figures kind of person, you need to get on top of it. If it's not what you do, find a good accountant or FD!

By knowing the maths you will know exactly how much you can afford to spend on getting your message across; and how much you can spend on looking after your customers and investing in them. This makes excellent business and marketing sense.

Homework on your numbers...

- What are the financial facts for your sector?
- Are you ahead of the game or behind the curve?
- Do you know how much each of your products or services cost you?
- What are your margins?
- What are your most profitable sales?
- What do each of your marketing initiatives cost?
- What precise results are you getting from each?
- What is the lifetime value of a customer?
- What customers are costing you money?

An interesting take on the 80/20- rule ... a business owner once said to me that they made 120% of their profit from 20% of their customers - and that the other 80% cost them money! Does that resonate with your business?

4 - The WHERE? Questions

WHERE? is this all going?

Marketing is journey and NOT a destination – we've all heard that said. But to embark on a journey, you do at least need to have a destination in mind – even if you are open to the idea of changing your mind along the way.

As with the classic 'SatNav' metaphor – it will tell you the quickest journey if you plug in the location you're heading for ... but if you decide to stop go off-route to find a pub for lunch, it will gently nudge you back in the right direction once you set off again.

Plus, of course, you have the option to decide on a new location at any point and it will simply tell you the best way to get there from the new starting point. With me so far?

But with no destination entered – well, it's hard to move off the driveway ... which way should you head? So, whilst it doesn't need to be written in tablets of stone forever, you do need to have a destination in mind to embark on your marketing journey.

There is no shame in wanting to make a good living from your business - but unless you're clear about what the future looks like for **you**, you'll never be able to create a focused and compelling plan to achieve it.

So WHERE? is your business plan heading?

Your financial business plan outlines your proposed destination and lets you know if you are on track to get there via your month-by-month activity; How many sales? How much profit? Costs of additional staff? Extra materials? The bottom line?

Either you're on track, behind target or ahead of it. All of which are important to know – because, as soon as you know, you can respond as required.

And once you know that you need to make twice the number of sales in September than you did in May, it immediately starts to inform your marketing decisions and tactical plan **NOW**. Twice as many sales, means twice as many conversations, which probably means twice as many leads! How exactly is that going to happen?



Homework on your destination ...

Bear in mind, goals written down are much more likely to be achieved!

The business?

- What does your business look like in the future? In detail. Lots of detail.
- Premises?
- Staff?
- How many customers?
- What will your customers be saying about you?
- Your position in the market?
- What will your competitors be saying about you?

And for you personally?

- What are your personal financial goals?
- What kind of lifestyle do you want?
- Cars? House? Holidays? Schools?
- What is it all going to cost?
- What are the 'nice to haves', the 'need to haves' and the 'must haves'?
- What do you need to take out of your business to fund your lifestyle?
- How are you going to feel when you have achieved you dream?

5 - The WHEN? Questions

WHEN? is it all going to happen?

Deadlines. Deadlines. Deadlines! A vision without a deadline is simply a dream. Only by nailing your colours to the proverbial mast and saying precisely **WHEN?** it's going to happen do you begin to stand half a chance of **achieving your goals**.

So why don't people set deadlines? I guess it's because they're afraid they won't meet them. But I'll guarantee you one thing – **without a deadline, you DEFINITELY won't hit the target!**

Time and time again I see business owners who are afraid to put their own needs first. They proudly say their customers are their top priority ... which is a great attitude until you realise that it means that the business owner's own growth plans are playing second fiddle, putting the future of the business in jeopardy.

The most successful entrepreneurs ALWAYS prioritise their business, ensuring it is sustainable and that customers will be looked after long into the future. A much better outcome for everyone.

Homework on your WHEN? ...

- **WHEN?** does this need to happen?
- You want to £X,000 in turnover or profit ... by **WHEN?**
- What are your financial imperatives?
- The market imperatives?
- And your personal imperatives?
- Be clear on the key dates

WHEN? do you have time to work ON your business?

Time is the business owner's **BIGGEST** enemy. Too many tasks on the to-do list. A lack of delegation. No clear priorities. And using time left over at the end of the day to work ON your business - It's like saying you'll save whatever money's left in your wallet at the end of the month. You won't get rich using either strategy!



Your time integrity is vital. You wouldn't break an appointment with a customer. So you should never break an appointment with yourself to work ON your business. It suggests your motivation is weak if you are not driven to achieve your own goals and agenda. I suggest you go back to **WHY?** and look at your passion.

Food for thought ...

I work with a lot of very successful small business owners who have mastered the art of 'getting stuff done'. There are the principles I see successfully deployed wherever I see high levels of activity and productivity ..

"When do you find time to get it all done?"

- **Clarity about deadlines.** They are absolutely black and white – the 20th February means 20th February – not, 1st March, or early April or some time before the summer. It means 20th February. Simple.
- Being committed to spending quality, undisturbed **time every day working ON their business.** It could be 6am to 7.30am. 7.30am to 9am. 10am to 11am. It's less likely to be 5.30 to 7pm – you're probably beyond quality thinking by then.
- **Breaking the 'big ticket' plans into 60-90 minute chunks.** By scheduling the important stuff in bitesize chunks they know they'll achieve the important stuff.
- They delegate ... and you can too. Your book keeping, or routine admin tasks. **Your hourly rate is worth way more than £20!**
- **They harness momentum.** By working at pace, momentum builds. Nothing is allowed to drag and hold back the process. It means decisions are clearer and effort is massively more focused.
- **Managing their email ruthlessly.** This is the biggest time bandit for us all. Unless you have a strategy to manage this drain on your time and energy, you are simply kissing goodbye to your growth and progress.
- Asking the question ... **"if I had to do this by X date ... or my loved ones will die, how would I get it done?"** Trite – but VERY focusing!

And finally, a bit about HOW?

HOW? Well, that's a very interesting question ... and the subject for a whole other book!

As I said at the beginning, the easiest thing in the world is to focus on all the 'how to' questions. How do you go about creating your website? ... your social media? ... brochures? ...exhibitions? ...PR? ...advertising? ...email marketing? ...affiliation schemes? ...logos and design? The list goes on and on.

But you'll end up a busy fool, filling your time with activity rather than productivity.

These are merely tools to help you get where you want to go. And without the journey mapped out, you'll go nowhere.

It needn't take that long to understand your answers to my **BIG 5 questions.** You simply need to allocate time and devote some serious thinking and you will discover layers of vital information that will be the bedrock of your marketing for years to come.

Time well spent I'd say.

Let's talk again once you've done your homework!



About the author: Vanessa Lanham-Day

Vanessa founded OnTrack Marketing, a Surrey-based marketing consultancy in 1988. She now works primarily as a business growth mentor and Mastermind leader.

"I'm all about helping business owners to become inspired to fulfil their business dreams by mastering the art of business growth and marketing.

"Most business owners are simply too close to the problem and often want some support being pointed in the right direction; whether it's for the core components of a powerful marketing plan, or the structure and organisation needed to ensure systematic implementation.

"With over 30 years as a professional marketer and business mentor, I have an outstanding record for helping business owners achieve exactly that.



"I'm often told that my approach is inspiring – clients leave me knowing what they need to do – and with the energy and commitment to do it!

"Most business owners struggle with a lack of accountability. I seem to have earned the name of **The ButtKicker** and I'm happy to play my part!

"My passion is '**Inspiring and empowering you to fulfil your marketing and business growth potential**' and it is certainly what I love doing most."

Your personal call with the ButtKicker for FREE!

Vanessa is passionate about helping you and your business to succeed - and the best way to find out if she can help you is with one of her FREE trademark 'ButtKicker Marketing Focus Calls' ...

"I guarantee I'll leave you with a fistful of 'lightbulb' moments that you can apply to your business straight away."

To book your ButtKicker marketing Focus Call, simply go to www.talk-to-vanessa.co.uk



What people say about Vanessa ...

Vanessa was the first marketing professional I had heard who spoke the same language as me. She has a great imagination when it comes to helping a business stand out from the crowd and be seen - which is exactly what I was after. She has really focussed me and helped me get and stay on track with my own marketing. Just a few months in and I now know exactly who my target markets are and more importantly WHY they are and what messages will help me reach them.

Louise Boardman-Rule, Director at Ten2Two

Working with Vanessa was probably the biggest turning point for me in over 18 years of business. Whilst I may have spent many of these years pouring over figures and coming up with various ideas with no real direction, Vanessa managed, in one day, to cut through the clutter that's bogged me down for so long and give me 20 – 20 vision. I left knowing what was important, what I wanted to achieve, how I was going to achieve it and in what timescale it was going to happen; I was bloody knackered afterwards but felt so positive that I now had a direction.

Chris Stone, Director, Bushy Business

Yesterday I spent a hugely inspiring day with Vanessa. I came away with clear goals on where I want my business to go, a smart marketing strategy and an action plan to get me there. It was the most productive and motivating time I've had in years. I can't recommend enough. Just do it.

Martin Frise, Managing Director Mailbox Etc. Wimbledon & Putney

Vanessa is the most valuable asset ... challenging, inspiring, motivating and supporting you on your business journey.

Debbie Walker, Passport to Change

Vanessa's help has been invaluable – she has a refreshingly down to earth approach to marketing by cutting out all the industry jargon. On a one-to-one basis she skillfully and patiently analysed with me the underlying problems my business was facing at the time. Vanessa then helped me to decide on practical solutions and gave me confidence to put them into practice. The Super Success Accelerator was a key turning point for me and my business.

Patricia Ellis, MD Wizard Video

Vanessa is one of the most dynamic people I know ... with the energy, commitment and skills to drive any project forward to a successful conclusion. To top it all, she's great fun! I would happily put my trust in Vanessa for any project; if she doesn't have the answer she will go and find it, learn it, or create it.

Keith Thomas, Sightline

Vanessa's enthusiasm plus high energy creates a very positive atmosphere. She is very effective at influencing people to think through their business challenges and options.

Lyn Etherington, Cape Consulting

Vanessa's input has had a significant impact on our business and we'll continue to tap into Vanessa' knowledge to help take us forward. Well worth the investment.

Jean-Claude Vacassin, Forme & Function

Vivacious, interested and interesting, Vanessa's impressive list of contacts and network brings extra value to any project which needs additional support as well as the creative services that she provides. You have been warned. If you work with Vanessa it is almost inevitable that you are going to have a thoroughly enjoyable time in great company and achieve outstanding results.

Adam Workman, Wheelers Solicitors