



Kickstart Marketing Workbook

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SWOT Worksheets

Business Performance

STRENGTHS	WEAKNESSES

Customer Perspective

STRENGTHS	WEAKNESSES

❖ Key Issues

SWOT Worksheets

Pricing

STRENGTHS	WEAKNESSES

Place

STRENGTHS	WEAKNESSES

❖ Key Issues

SWOT Worksheets

Resources

STRENGTHS	WEAKNESSES

Promotion

STRENGTHS	WEAKNESSES

❖ Key Issues

SWOT Worksheets

Economic

STRENGTHS	WEAKNESSES

Political

STRENGTHS	WEAKNESSES

❖ Key Issues

SWOT Worksheets

Social

STRENGTHS	WEAKNESSES

Technology

STRENGTHS	WEAKNESSES

❖ Key Issues

SWOT Worksheets

Perception

STRENGTHS	WEAKNESSES

Customers

STRENGTHS	WEAKNESSES

❖ Key Issues

SWOT Worksheets

Competitors

STRENGTHS	WEAKNESSES

❖ Key Issues

Your Product or Service

What are you really selling?

What are your Product or Service features?

A feature is often an attribute of the service e.g.. "We are open from 9 to 5" -
"We are small business specialists"

Every product or service has features.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

The bad news is that clients buy benefits, **NOT** features.

So, how can you turn your features into benefits?

_____	_____
_____	_____
_____	_____
_____	SO YOU!
_____	_____
_____	_____

What makes your product or service special or unique?

--

Market Positioning

What are your competitive advantages?

What are the buying criteria in your marketplace?

Positioning Worksheet

Plot your competitors on these charts (Some findings may be anecdotal or guesstimates). Find out where your competitors are positioned in the marketplace.

Low	High
-----	------

Size of business or number of employees

Low	High
-----	------

Price

Low	High
-----	------

Product Range

Low	High
-----	------

Customer Service

Low	High
-----	------

Product Quality

Low	High
-----	------

Reputation

Low	High
-----	------

Ease of access/parking

Identify the gaps in the market place.

Plot your business on the charts to see your "position" in the market place

Identify your competitive advantages.

Market Segmentation

Market Segment/Decision Maker/Influencer

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\$\$\$\$ Potential revenue or profit
 XXXX Difficulty of reaching the market
 /10 Desirability
 Title of Decision Maker or influencer

Market Boundary & Segments Worksheet

Market Boundary

Market Segments (in order of market attractiveness)

Industry	Ease of Marketing	Desirability	Dollar Value
Existing Market	✓✓✓✓✓✓✓	10/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment One	✓✓✓✓✓✓	7/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment Two	✓✓✓✓✓	7/10	\$\$\$\$
Decision Maker -			
Influencer -			
Segment Three	✓✓✓✓✓	7/10	\$\$\$
Decision Maker -			
Influencer -			
Segment Four	✓✓	9/10	\$\$\$\$\$
Decision Maker -			
Influencer -			
Segment Five	✓	9/10	\$\$\$\$\$
Decision Maker -			
Influencer -			

Customer Profiles

Ask yourself what attitudes and attributes these groups have in common

Look at

- ▶ Experience
- ▶ Skills
- ▶ Pressures/Stresses
- ▶ Responsibilities
- ▶ Family
- ▶ Age/Sex/Education
- ▶ Possessions
- ▶ Where they meet
- ▶ What they need
- ▶ Who do they report to
- ▶ People they see
- ▶ Hopes/Desires
- ▶ Who are they
- ▶ Where are they
- ▶ What are the worries and concerns in their lives
- ▶ What are the worries and concerns re their business

If necessary, develop profiles for influencers and decision makers

