



Marketing Starts Here

MAP Framework: Your Marketing Action Plan

Use this worksheet to reflect on the five key steps we covered tonight and begin shaping a marketing strategy that fits you and your business.

1. Market – Who Are You Talking To?

- Describe your ideal client: _____
- What problems do they need solved? _____
- What do they value most? _____

2. Message & Funnel – How Are You Guiding Them?

Sketch a simple 3-stage funnel.

What draws people in, gives them a taste of your value, and leads to your core offer?

- **Lead Magnet (Free):** _____
- **Entry Offer (Low-Barrier):** _____
- **Core Offer (Main Service):** _____

3. Money – What Can You Invest in Marketing?

Think about your budget and the lifetime value of your average client.

- **Average Revenue:** _____
- **Average Retention:** _____
- **Cost = COGS% * (Avg Rev * Avg Ret):** _____
- **LTV = (Avg Rev * Avg Retention) - Cost :** _____
- **5:1 Return (LTV / 5)** _____
- **3:1 Return (LTV / 3)** _____
- **New Clients:** _____
- **Budget (New Clients * Return):** _____



4. Methods – Where Will You Show Up?

List 2–3 tactics you want to try or focus on.
Pick what fits your audience and your style.

1. _____
2. _____
3. _____

Example Tactics by Category:

- **Visibility & Awareness:** Guest speaking, Google search ads, social video series
- **Engagement & Relationship:** Lead magnets, Q&A sessions, client check-ins
- **Conversion & Retention:** Entry offers, onboarding gifts, testimonial process

5. Metrics – How Will You Know It's Working?

List a few KPIs (key performance indicators) that you can track over time.

1. _____
2. _____
3. _____

Sample KPIs:

- **Tactic-Based:** Email open rate, video views, ad CTR, form submissions
- **Funnel-Based:** Lead volume, conversion rate, client LTV, referrals



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