

A Letter from Stephanie:

I've been working with small business owners on their marketing for more than a decade, many times on campaigns that were identical in terms of industries, tactics and launch times, but produced completely different results! And I was grateful to have the opportunity to dig into what made the difference! Why did one campaign produce 50-60 calls per month, and the other produced 1-2?

I turned that information in the 3Ms of Marketing©, but over the past few years, I've come the realization that just knowing what makes marketing work, or not, isn't enough! Small business owners are overwhelmed at how many marketing tactics exist, how much work it takes to weed through the craziness, and frankly, at how to put together a comprehensive marketing plan overall!

"For the past three years, we've sold [Done-For-You Marketing Plans](#) for \$2500 - \$5000 apiece and we still love providing these marketing plans to businesses that are firmly established, but need a little guidance on how to BEST market their business. However, the price point has made them inaccessible for smaller businesses who are getting off the ground and that's always bothered me. However, because building these marketing plans has always been so heavily based off my years of experience and gut instinct, I wasn't sure how to teach others how to do the same!

"In 2020 however, as a global pandemic laid waste to most marketing strategies that USED to work, we had a massive influx of businesses needing plans. As we completed close to 30 marketing campaigns in just a few short months, I finally saw patterns emerge that I could teach. In 2021, I created a process anyone could follow, tested it out and found it produced consistent results and marketing plans, and am proud to now make that same process accessible to every business owner through the [Marketing Engine Igniter!](#)

I look forward to being part of your marketing journey!

Let me know how I can help!

A handwritten signature in black ink that reads "Stephanie". The signature is fluid and cursive, with a large initial 'S'.

www.TheStephanieScheller.com

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Sample Marketing Plan

Note: Traditional Grow Disrupt Marketing Plans are 20-30 pages long (The Target Market is typically 7-12 pages in-and-of-itself with extended lists of industries or titles, hangout joins & psychographics) and extremely detailed to make implementation easier. For the sake of making this sample marketing plan easy to review, we have limited the amount of information typically listed to provide only an example of what kind of information belongs in each section of the plan. Use this as a guide for what to include in each section.

Sample Target Market

- Demographics:
 - Age Range: 28-38
 - Primary Gender: Female
 - Industries: Pink Collar – Business to Business Service Providers
 - Advertising Sales
 - Graphic Design
 - Printers
 - Job Titles
 - Founder
 - Owner
 - CEO
 - Income
 - Dual Income/Single Income: Dual
 - How much: \$75K - \$180k /year
 - Geographic Location:
 - San Antonio
 - Austin
 - Number of employees: 5-50
 - Annual Revenues: \$750k - \$20M
 - Number of Business Locations: One
 - Family Life: (Married/Single/Divorced, Kids & ages, Pets):
 - Married. Kids optional – typically 7 – 18 yo)
 - Pets – dogs or cats
 - Hobbies
 - Painting
 - Playing music
 - Hiking
 - Working out
 - Who do they hangout with?
 - Immediate Family
 - Close friends – usually just 2 or 3 people
 - Their team/employees
 - Mastermind groups
 - Networking groups - Example: NAWBO
 - Where do they hangout online
 - Facebook
 - Project Management Software Sites
 - YouTube
 - Hubspot.com/blog
 - Goldbelly
 - Where do they hangout offline
 - Parks:

- Government Canyon State Natural Area
 - Lost Maples State Park
 - Museums:
 - San Antonio Art Museum
 - McNay Art Museum
 - Blue Star Contemporary Art Museum
 - Restaurants:
 - Botika
 - Hot Joy
 - Cullum's Atagirl
 - Memberships
 - Dollar Shave Club
 - Grocery Delivery
 - Gym
 - Barnes & Nobles
 - House Cleaning Service
 - Netflix
 - Where do they get their news? Social media primarily
 - Race: N/A
 - Sexual Orientation: N/A
 - Politics: Moderate right leanings – Libertarian if anything
 - Education:
 - High school graduate
 - Bachelors degree
 - Net Worth:
 - \$500k+
 - Religion: Leans towards Christian theologies – not radical
 - Number of Cars: 2
 - Number of Homes: 2 (Primary resident & Vacation residence – lake or beach)
 - Influencers:
 - Seth Godin
 - Stephanie Scheller
 - Mike Michalowicz
 - Jeb Blount
- Psychographics:
 - Interests:
 - Leaving a legacy and an impact – improving the lives of those around her
 - Luxury – does a little extra cream in her coffee, pays a little more to have a fancy meal shipped in, upgrades to first class, chooses a hotel based on how fancy it is & the little amenities
 - Being recognized for her successes & contributions
 - Dislikes:
 - Seeing people taken advantage of
 - People who are disrespectful

- People who are “two-faced” or aren’t consistent
- People who lack integrity
- People who can’t be honest
- Jack of all trades
- Aspirations:
 - To be remembered by those she touches and improve their lives and the lives of those around them through the ripple effect
- Attitudes:
 - Can be seen as haughty
 - Demands a high level of performance & engagement
 - Fun loving & SUPER engaging to be around
 - Extremely honest
- DISC Style:
 - High D
 - High I
- Primary Driving Forces:
 - Resourceful
 - Commanding
 - Intentional
- Needs to buy...
 - To know that it’s the BEST choice out there – price isn’t as important (although it will often be used as an excuse to avoid buying if they aren’t convinced it’s worth it)
 - To know that she will be taken care of
 - To know that this is the best provider for the job/service

Sample Marketing Message

Very few people take the risk to become a business owner. You have stepped up and put it all on the line, and are a powerful, incredible business owner who has said “I want to improve the lives of myself, my employees, our families, my vendors & our clients.” You also understand that this means keeping the right people around you to constantly level up knowledge, skills & business so you can thrive personally & professionally. Our events and our experts are the right people to support you in the mission you’re on!

In short, our clients are superstars who have answered the call, put it all on the line and are changing the world! We help them stay in their zone of genius & make a greater impact on the world through our events & content!

Sample Action Items

1. Create list of Influencers to approach for help with promoting material
2. Follow up with attendees from previous event who haven't registered yet – Are you coming back?
3. Get event listed on all Event sites
4. Request Speaker's promote upcoming event to their lists
5. Create Swipe content for Speakers, Organizations & Influencers
6. Create list of upcoming events to sponsor
7. Set up Forbes Ad
8. Send physical invites to previous event attendees
9. Set up retargeting campaign on www.TheGrowRetreat.com
10. Create promotional video from last year's content
11. Re-brand social covers to match new branding
12. Add countdown clock to website (90-days out from event)
13. Create list of local journalists who cover local events

Sample Baseline

1. Daily
 - a. Post to Social media
2. Weekly
 - a. Call media with new pitch
 - b. Follow up with prospective sponsors
 - c. Check in with POs – do you have all you need? Any interest from your network?
 - d. Attend networking event
 - e. Participate in a podcast
3. Monthly
 - a. Email mailing list – promo speakers or early-bird deadlines
 - b. Email waitlist
 - c. Host Mastermind
 - d. Create an Event-Specific blog for website
 - e. Email attendees – ask for referrals
 - f. Interview speakers & release on Social Media
 - g. Review current efforts & adjust as needed
4. Quarterly
 - a. Distribute Press Release