

Out of your  
depth in  
terms of  
marketing?



My Marketing Roadmap might just  
provide the perfect solution...

You've probably heard of the six honest serving men in terms of words...to remind you these are **why, when, who, where, how and what**.

In terms of marketing, I can give you some instant answers to **some** of those questions for example:

**Why** market? Two basic reasons. Primarily, you need people to think of you **first** in terms of the product or service you provide - and this won't happen unless they've heard of you. Also, you can **bet** your competitors ARE marketing...

**When** – err, how can I break this to you gently – basically you need to market on a constant basis in order to maintain the growing momentum of your business (sorry).

**Who** should you market to? Not just those that need your type of company but those **most likely** to buy from you (there's a big difference).

This just leaves the **where, how** and **what** - which leads nicely into my super Marketing Roadmap...

Just a couple of hours with me and my secret weapon template will help you decide how to **practically** and **strategically** effect your marketing over the next year. In effect, we'll be jointly devising a 12 month overview of your intended activities and a 3 month detailed action plan.

Without this, you're unlikely to do better than you did last year, and may in fact do a lot worse given the economic challenges. You'll be amazed at how much more in control of your commercial destiny you'll feel just by doing this.

*"The Marketing Roadmap session we had with Jane has highlighted what we need to do for 2012 to be a successful business with plenty of growth! It was great to sit down with her and figure out our goals for this New Year. We are now full steam ahead with a sense of direction and purpose and we are already seeing results."* **Mighty Drive**

*"Doing the "Marketing Roadmap" should be everyone's New Year's resolution. It really helped me to focus my strategy for 2012 and I am determined to put what I've learnt into practise. Jane Buswell is a genius!"* **Pedlars & Petticoats**

*"Thank you for an inspiring, expansive and thoroughly worthwhile session!"* **Glynn Lewis**

**Time to put your best foot forward – care to step out with me?  
07966 155518 [janebuswell@businessfulcrum.co.uk](mailto:janebuswell@businessfulcrum.co.uk)**

**P.S.** This is just one of the services I provide, take a look on the website for details about copywriting, quirky postcards, mentoring, training, social media and presentations.