

THE MARKETING MOUNTAIN WORKSHEET

Introduction

Your marketing mountain is the specific process you use to move your ideal client from not knowing anything about you to being a loyal and happy customer.

This process is often referred to as a “funnel” – and when people talk about marketing funnels, you often see a diagram that’s really wide at the top and narrow at the bottom. There’s an idea that leads get poured in at the top and gravity just magically forces those leads to fall through and become customers at the bottom.

The reason we are talking about Mountains and not Funnels is because we believe the process of moving someone through your marketing system is the exact opposite of the story told by that funnel concept above.

Our customers don’t magically “fall” through a funnel. Gravity is not working for us. It’s working against us. That’s why we’ve turned the idea of the funnel on its head and introduced the concept of the mountain.

In this scenario, our marketing strategy must create a journey up the mountain – one that is mindful there are challenges along the way. So the journey must be deliberate, not too exhausting and always leading our ideal customer to the next level.

You may have many marketing mountains in your business. Ideally you would have one marketing mountain for each product.

When creating content that sells, you must first begin with the end in mind by having your Marketing Mountain really, clearly defined.

So, how do we do that?

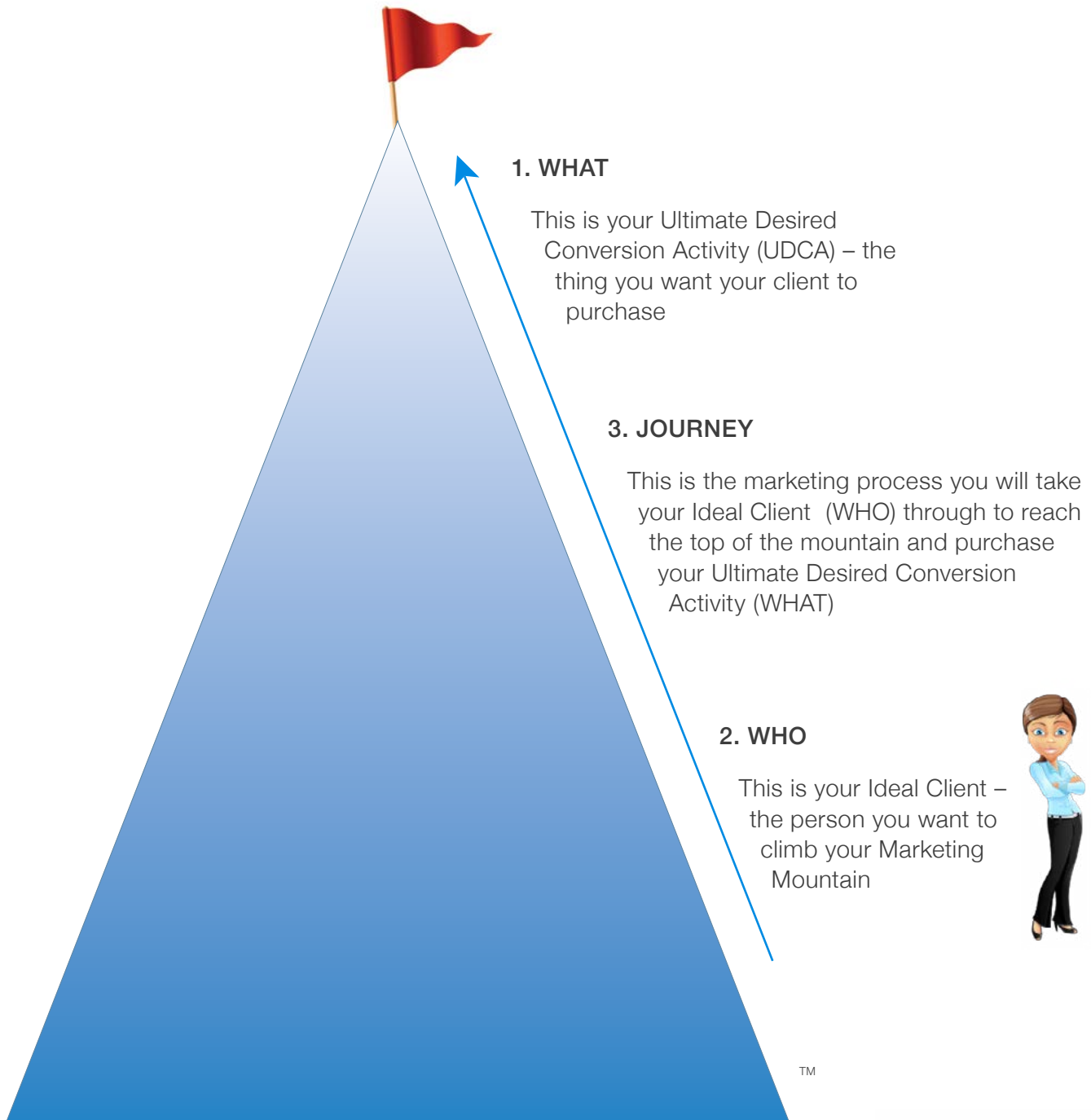
A good place to start is to use the Marketing Mountain model in this document.



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Your Marketing Mountain



Your Marketing Mountain Explained

WHAT

At the top of your Marketing Mountain is a red flag. This is your WHAT. It is the thing you ultimately want your ideal customer to do – your Ultimate Desired Conversion Activity (UDCA). It might be to take up your coaching program, or to buy your annual membership, or purchase your widget. The WHAT you put at the top needs to be really specific. So, when naming that red flag at the top of your mountain, don't just generically mention your overall product or service. Be specific. For example, if you're a lawyer, you wouldn't have the top of your mountain say "legal services." Instead, you would specify the exact service that you want people to buy from you. So that might be your Residential Conveyancing Package, for example.

When thinking about your WHAT, think about how you can package it in a way that makes it tangible and compelling – for example, give your WHAT a specific brand name and logo, or bundle together several different services into one complete solution. In the Conveyancing example above, you might call it your Fixed Price Home Owners Conveyancing Pack (if price is going to be compelling to your audience). The smarter you are about how you package your WHAT and the more specific you are about it, the more successful your Marketing Strategy will be.

Only one WHAT per mountain!

WHO

Now, imagine standing at the bottom of the mountain is your WHO. That's your ideal client. Notice we didn't say "that's your client" – instead we said "That's your ideal client". These are the people who love what you do. They're usually your most profitable and least hassle clients. They are the ones who are referring their friends to come and see you, and these are the people that you intentionally want to work with.

The clearer you can be about your WHO, the better. We recommend you complete the Client Avatar Process we have outlined in our Essential Steps To Creating Your Ideal Client Avatar worksheet.

You can have more than one WHO for your mountain but they may require a different journey up the mountain. It is best to start with one WHAT and one WHO.



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THE JOURNEY

You have clarity around WHAT you want this specific marketing system to sell and you know WHO you are building the system for. Now you need to craft their journey. This is where your content and the steps in the process of attracting, converting and keeping your ideal client are considered.

First – a note on inertia.

Unlike the funnel concept where leads are pulled by the forces of gravity through the system, in reality, we are battling the forces of gravity when it comes to getting our prospects to take action – whether it be to optin for an eBook or purchase or top level service. What we are really working on when we create our marketing journey up the mountain is to combat inertia.

That means our content and our process has to be deliberate. It's a journey that we're taking our clients on, and we've got to craft it. We've got to make it less exhausting, less daunting and something that they actually want to start doing, rather than staying stuck at the bottom.

The journey up the mountain can be as short as two steps or contain hundreds of steps – it depends on your WHAT and your WHO.

Stages of The Journey include – Optin (e.g. getting people to subscribe to your list through ebooks, special offers, free downloads etc.) / Engagement (getting people to know and like you and consider your product a viable option e.g. free trials, email content, white papers, how to blog posts, webinars etc.) / Conversion (getting people to buy your WHAT and reach the top of the mountain).

QUICK TIP:

Don't let the simplicity of this model fool you. It can make a revolutionary difference to your business. We suggest you take this simple Marketing Mountain and apply it to your business.

Take a large sheet of paper or a whiteboard and start drawing out your mountains. Remember – only one WHAT per mountain! Simply by seeing your business in this light can immediately help you see how your content can be more relevant and cohesive.



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