



THE MARKETING MASTERPLAN

Led by Rachael Wheatley, Watertight Marketing Master Practitioner
A 12 week programme giving you all the thinking, tools and advice you need to build a marketing plan that delivers

COURSE OUTLINE

Clear steps to confident marketing decisions

The Masterplan programme follows a structured path. It is arranged over four modules, following chapter-by-chapter through the award-winning book *Watertight Marketing*:

Module 1 – Map your marketing against sales results

Module 2 – Build your Baseline Activity Plan

Module 3 – Tweak your profit leaks

Module 4 – Money, metrics and motivation

For each Chapter, you'll undertake a manageable set of activities, for which you'll need around 4-6 hours. Each topic builds sequentially on the last to create a clear and actionable plan.

You'll be comprehensively supported with an extensive toolkit of workbooks and templates, a vault of video tutorials, a weekly live online workshop with Rachael Wheatley and a community to cheer you on at every step.

The 12-week version of the programme is designed to give you momentum and help you build your business-resilience. You will quickly put in place a plan that you can action over the coming months.



CLEAR STRUCTURE

We'll support you with a clear, time-tabled structure and accountability so that you keep on track.

REGULAR CHECK-INS

You join your Expert Practitioner on a regular call to unpick your challenges and fire your motivation.

EXPERT PARTNER

You work with an expert Practitioner who has over 30 years' experience and is fully trained in the methodology to track progress and apply it to your business.

REAL PEER COMMUNITY

You'll join our lively group of business-owners and marketers to share ideas and cheer you on.

COMPREHENSIVE TOOLKIT

Full lifetime access to the key concept videos, workbooks, tutorials and templates.



MODULE ONE
Map Your Marketing

INTRODUCTION

Your Objectives & Context

Setting context and goals for the programme.

Outcome: Clarify what you are selling to whom and why?

CHAPTER 1

Their Thinking = Your Marketing

Understanding how real people really buy things.

Outcome: Map cause and effect across six steps in a buying decision.

CHAPTER 2

Identify Your Leaks

Run your own Touchpoint Leak Assessment.

Outcome: Create your priority plan to support every step of a sale.

MODULE TWO
Build Your Baseline Plan

CHAPTER 3

Their Needs = Your Messages

Apply the Logic Sandwich messaging framework.

Outcome: Create a compelling message for each step of a sale.

CHAPTER 4

Their Time = Your Pace

How to earn the right to a person's precious time.

Outcome: Select core tools & techniques and commit to a rhythm.

CHAPTER 5

Their Team = Your Audiences

Understanding who has the ear of your buyer.

Outcome: Map the third parties with influence at each step of a sale.

MODULE THREE
Tweak Your Leaks

CHAPTER 6

Your Bucket

How to keep profitable long-term customers.

Outcome: Plug any leaks in your bucket to support customer retention.

CHAPTER 7

Your Funnels & Filters

How to turn conversations into paying customers.

Outcome: Create core tools to support sales conversions.

CHAPTER 8

Your Taps

Generating a steady flow of interested people.

Outcome: Make clear choices about how to generate leads efficiently.

MODULE FOUR
Make Marketing a Habit

CHAPTER 9

Marketing Money

Define an efficient marketing budget.

Outcome: Powerful budgeting tool to visualise rationale.

CHAPTER 10

Marketing Measurement

Understand the key metrics you need.

Outcome: A robust measurement framework to track performance.

CHAPTER 11

Marketing Mindset

Stem the Four Foundations Leaks forever.

Outcome: The motivation and mindset to make marketing a habit.

For more details of the programme or to have a chat about how it could work in your firm, call

Rachael on 07810 866288 or email rachael@bluegreenlearning.com