

# THE 5 STEP MARKETING BLUEPRINT FOR SMALL BUSINESS

*What You Need To Know To Succeed In Your Business*



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## Introduction

### Small Business Marketing Blueprint

#### Part 1 of the Small Business Marketing Blueprint Series

#### What you will learn in this report are the 5 steps to marketing mastery!

Let's get started. We have a lot to cover in this report!

The following 5 steps process will guide you and your business.

(Steps 1 & 2 need to be done **before** you set up your business)

Step 1. Identify and understand the problem you will solve

Step 2. Find a great solution for that problem or part of the problem

Step 3. Find the people who have the problem

Step 4. Communicate your solution to the people with the problem

Step 5. Provide the solution and continue to nurture customers

For steps 1 & 2, you really need to do your market research.

Things like....

- Research the problem
- How many people are affected?
- What solutions are out there?
- If there is a solution, what is the cost?
- How many competitors are there?
- Can you provide a better solution?
- What will you charge?
- What is your marketing budget?
- What is your profit margin?

Once step 1 & 2 has already been established, we can move onto Step 3 where the marketing really begins.