



# THE FOUR FOUNDATIONS OF WORLD-CLASS MARKETING

Do you have a stable table for  
sustainable sales growth?

*How to you feel about marketing?*

Session based on Watertight Marketing (2nd Edition)



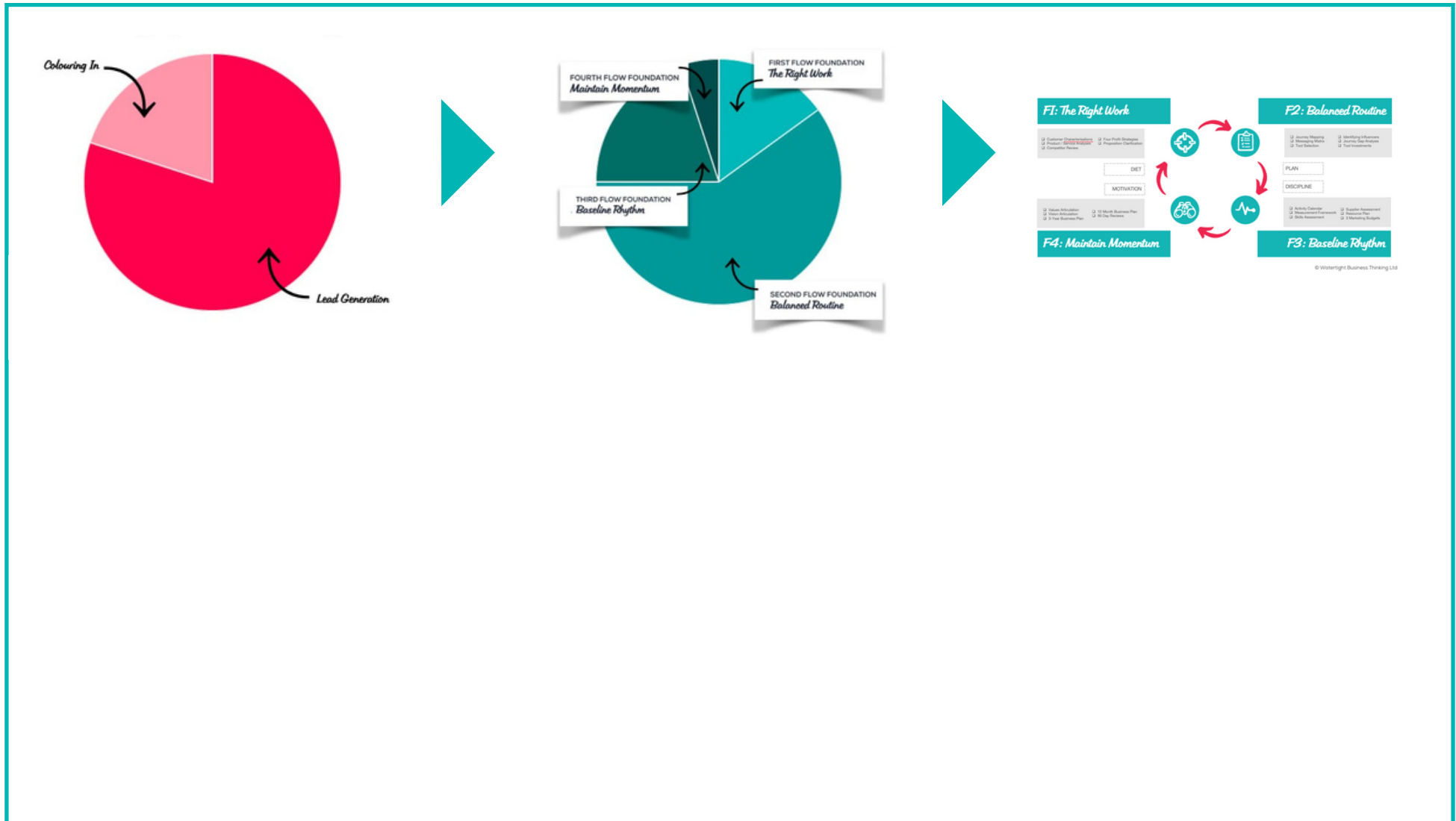
OVERWHELMING		MANAGEABLE	
FLUFFY	CONFUSING	TANGIBLE	CLEAR
SLOW	COMPLEX	MOMENTUM	INTUITIVE
EXPENSIVE	MANIPULATIVE	PROFITABLE	TRUSTWORTHY
HYPE	UNPREDICTABLE	PROVEN	SUSTAINABLE
VAGUE	EXHAUSTING	FOCUSSED	ENERGISING



A jotter to  
catch your  
thoughts through  
the session.



## The invisible underpinnings of successful marketing...





## *First Flow Foundation: The Right Work*



*A healthy client mix is made up of those that serve both purpose and profit, ensuring an energetically & economically nourished business.*



<i>People that exhaust you</i>	<i>Doing low or no profit activity</i>
<i>Reactive to showcase opportunities</i>	<i>Hate saying no to people</i>
<i>Don't know who to refer onto</i>	<i>Embarrassed by your case studies</i>
<i>Enquiries for things you don't offer</i>	<i>Unable to put your prices up</i>

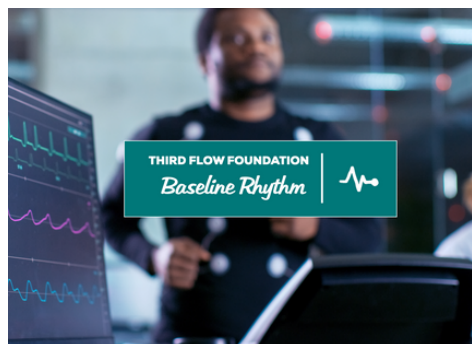


## *Second Flow Foundation: Balanced Routine*





## *Third Flow Foundation: Baseline Rhythm*



*A commitment to marketing that is consistently delivered at intervals and pace matched to your market.*



- |                                     |                                |
|-------------------------------------|--------------------------------|
| <i>Plans that don't happen</i>      | <i>Yo-yo of activity</i>       |
| <i>No idea what's working</i>       | <i>Low inbound enquiries</i>   |
| <i>Low recall amongst audience</i>  | <i>Run out of money / time</i> |
| <i>Doing everything last minute</i> | <i>Magpie marketing</i>        |



## *Fourth Flow Foundation: Maintain Momentum*



FOURTH FLOW FOUNDATION | *Maintain Momentum* 

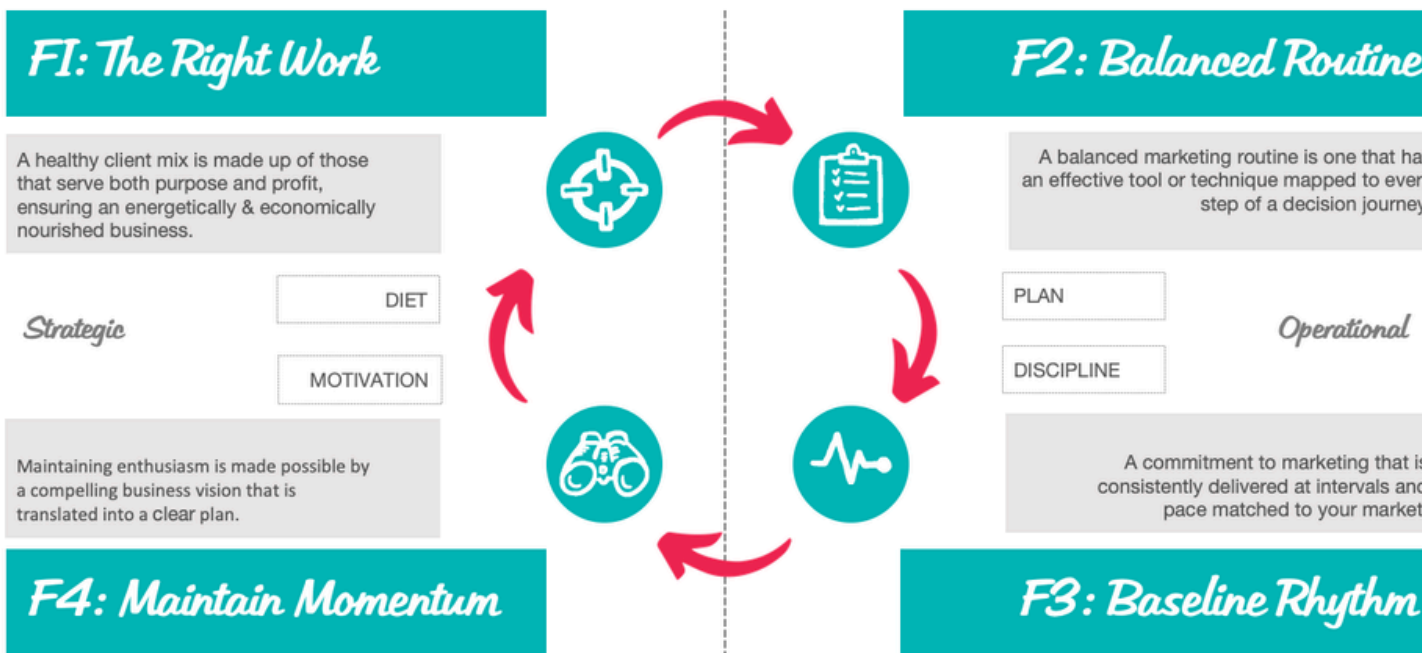
*Maintaining enthusiasm  
is made possible by a  
compelling business  
vision that is translated  
into a clear plan.*



- |   |                                       |
|---|---------------------------------------|
| <i>Wonder why you bother</i>              | <i>Hard to re-motivate yourself</i>   |
| <i>Dislike telling people what you do</i> | <i>Don't know how you contribute</i>  |
| <i>No idea what your legacy will be</i>   | <i>Cringe at some things you do</i>   |
| <i>Change your mind often</i>             | <i>No clear bar to aide decisions</i> |



## Flow Foundations Floor Plan



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## Second Flow Foundation: *Balanced Routine / Touchpoint Leaks*



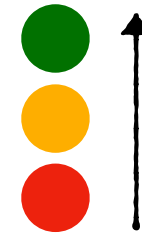




## Third Flow Foundation: Baseline Rhythm / FNTE



**FUNCTIONAL**  
*and not too  
embarrassing*





## How stable is your growth table?

	9	19	29	44	49	59	69	79	89	99
FF1 										
FF2 										
FF3 										
FF4 										





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