



THE FOUR FOUNDATIONS OF WORLD-CLASS MARKETING

Do you have a stable table for
sustainable sales growth?



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Rachael has 30+ years' experience of marketing both in-house and as a consultant. *Watertight Business Thinking* works with scaling £2-25m businesses to embed marketing as a tangible system asset

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A jotter to catch your thoughts through the session.

How to you feel about marketing?

Session based on Watertight Marketing (2nd Edition)



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

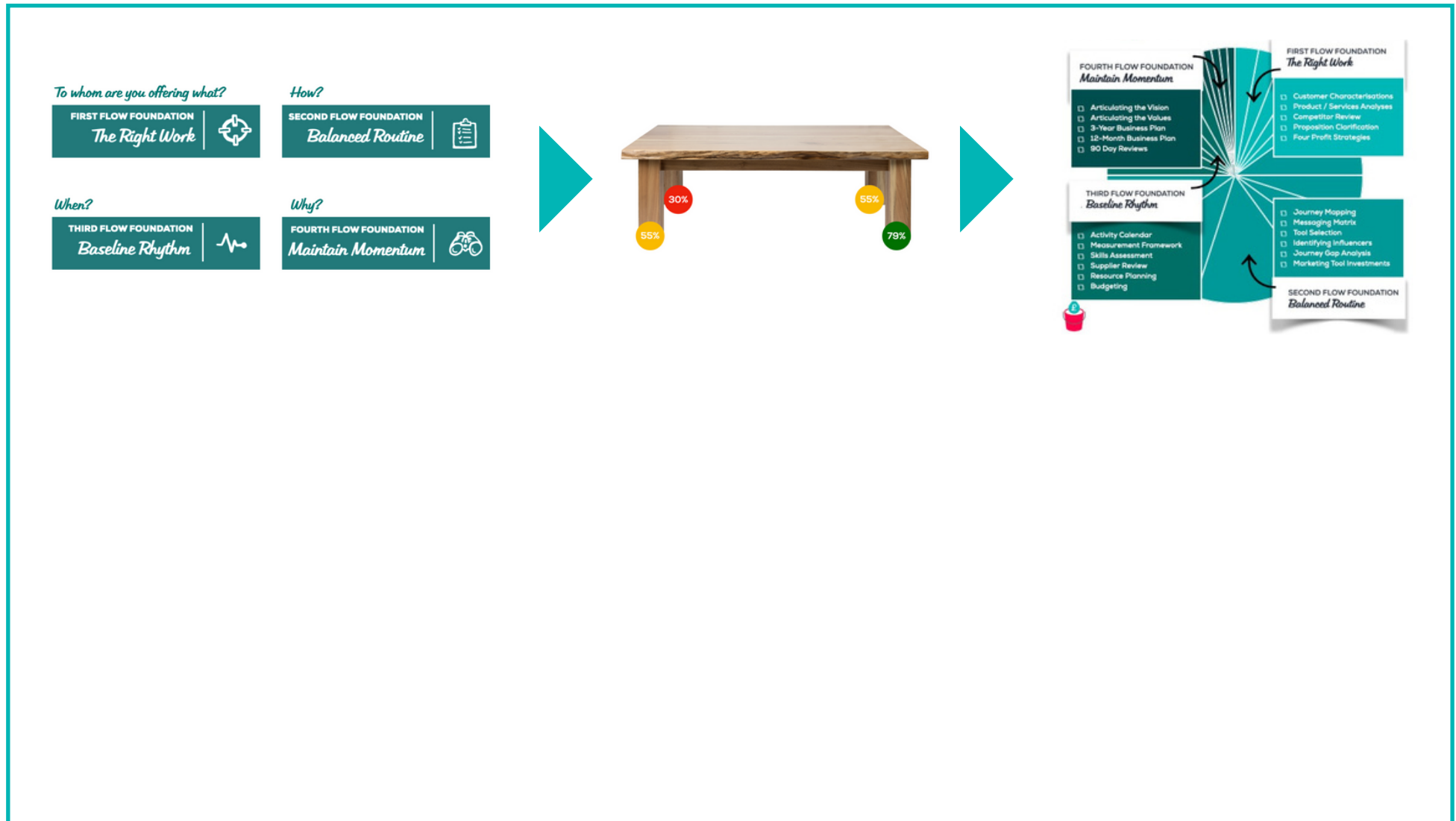


The invisible underpinnings of successful marketing...





The Four Flow Foundations





First Flow Foundation: The Right Work



FIRST FLOW FOUNDATION
The Right Work 

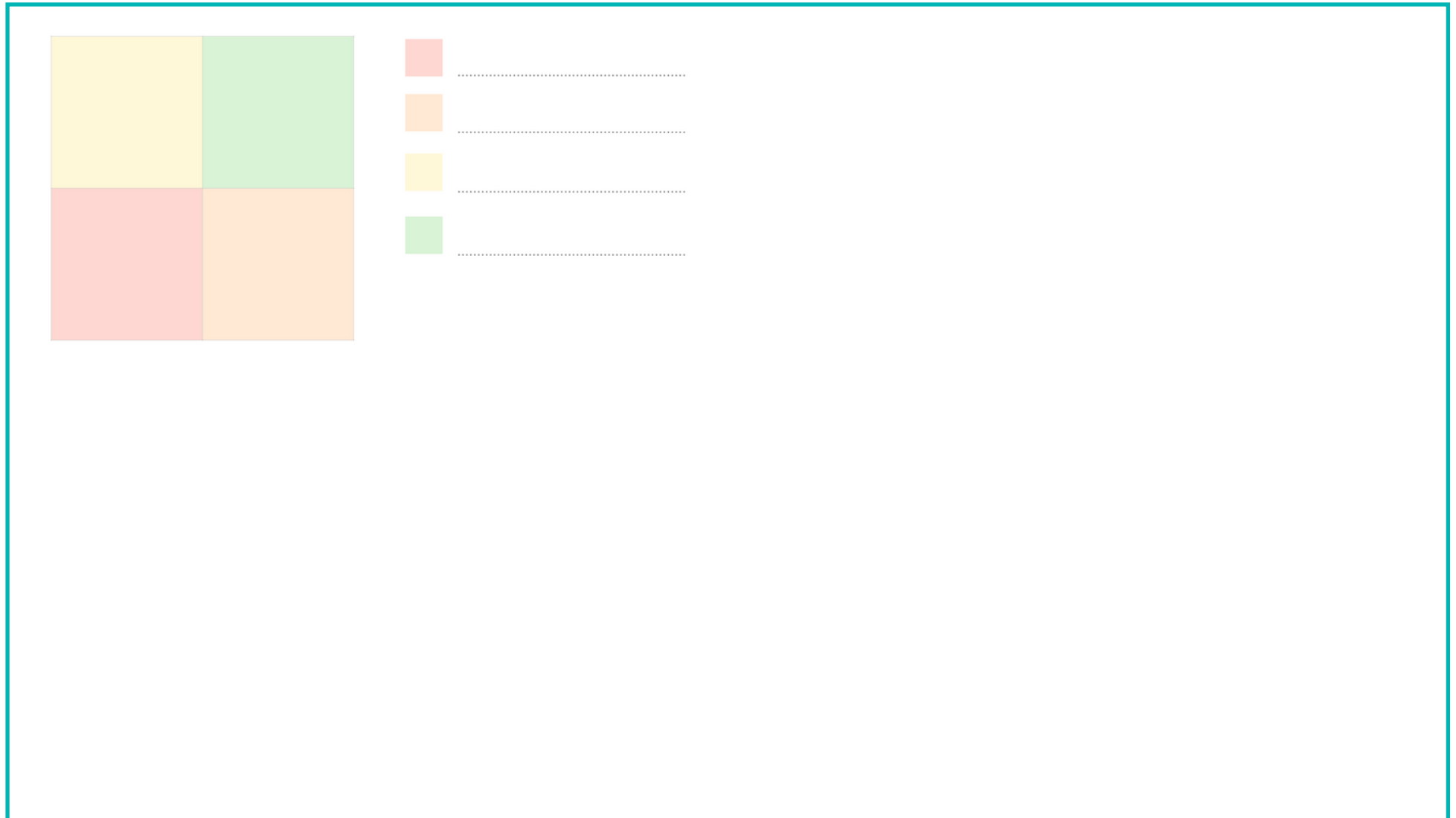
A healthy client mix is made up of those that serve both purpose and profit, ensuring your business is energised and resourced.



- | | |
|---|---|
| <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> |

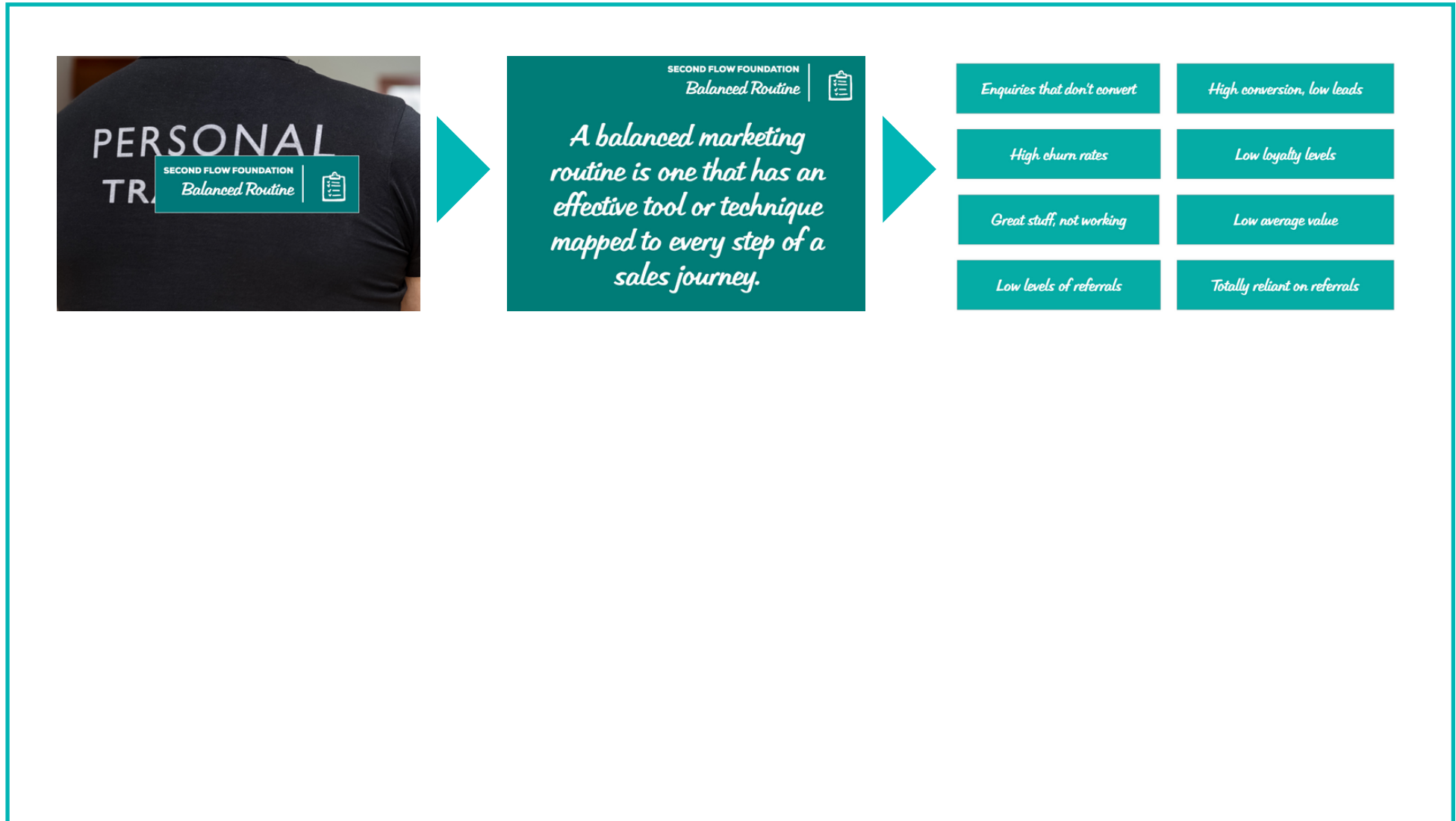


First Flow Foundation: The Right Work / The PP Matrix



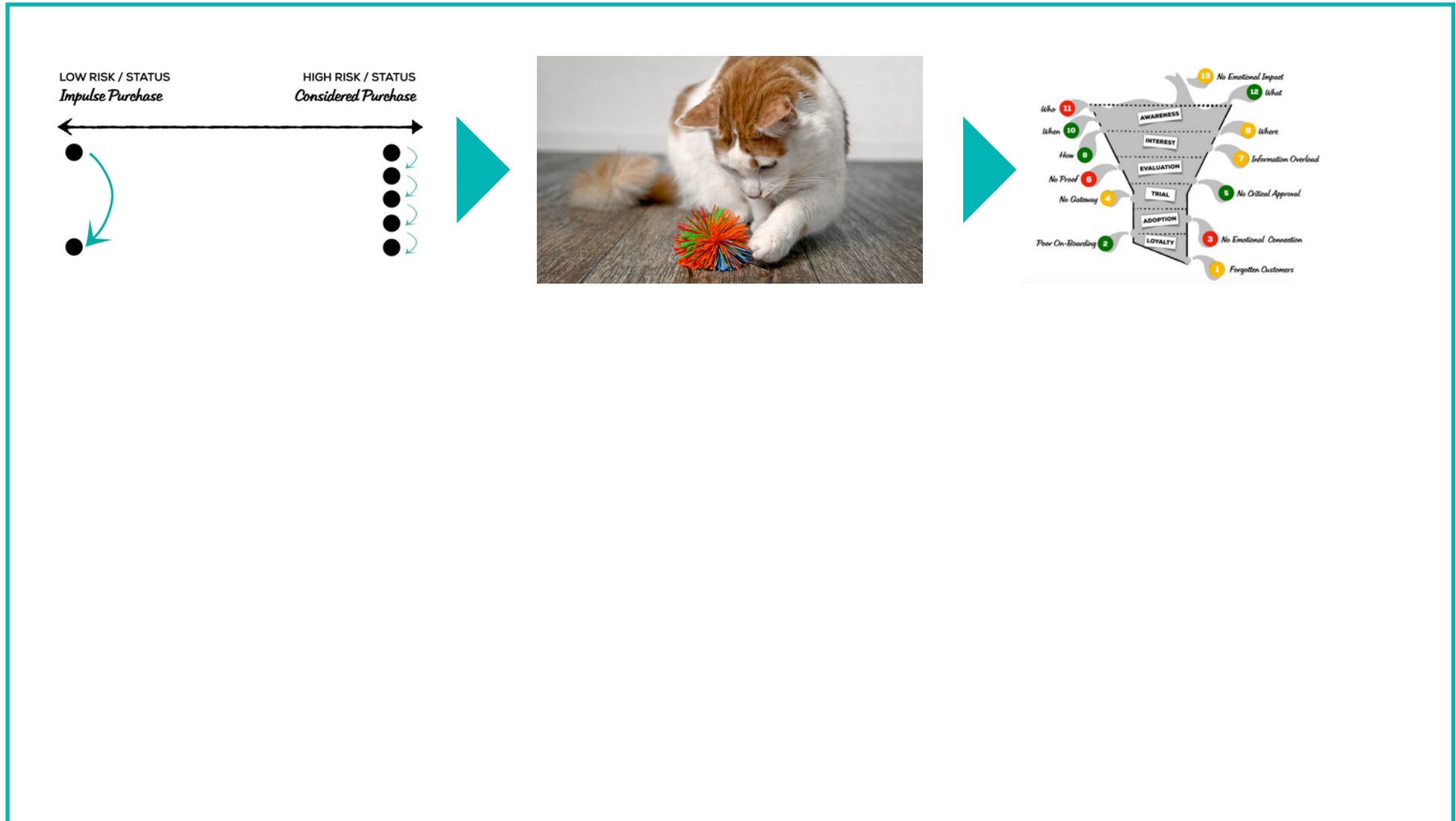


Second Flow Foundation: Balanced Routine



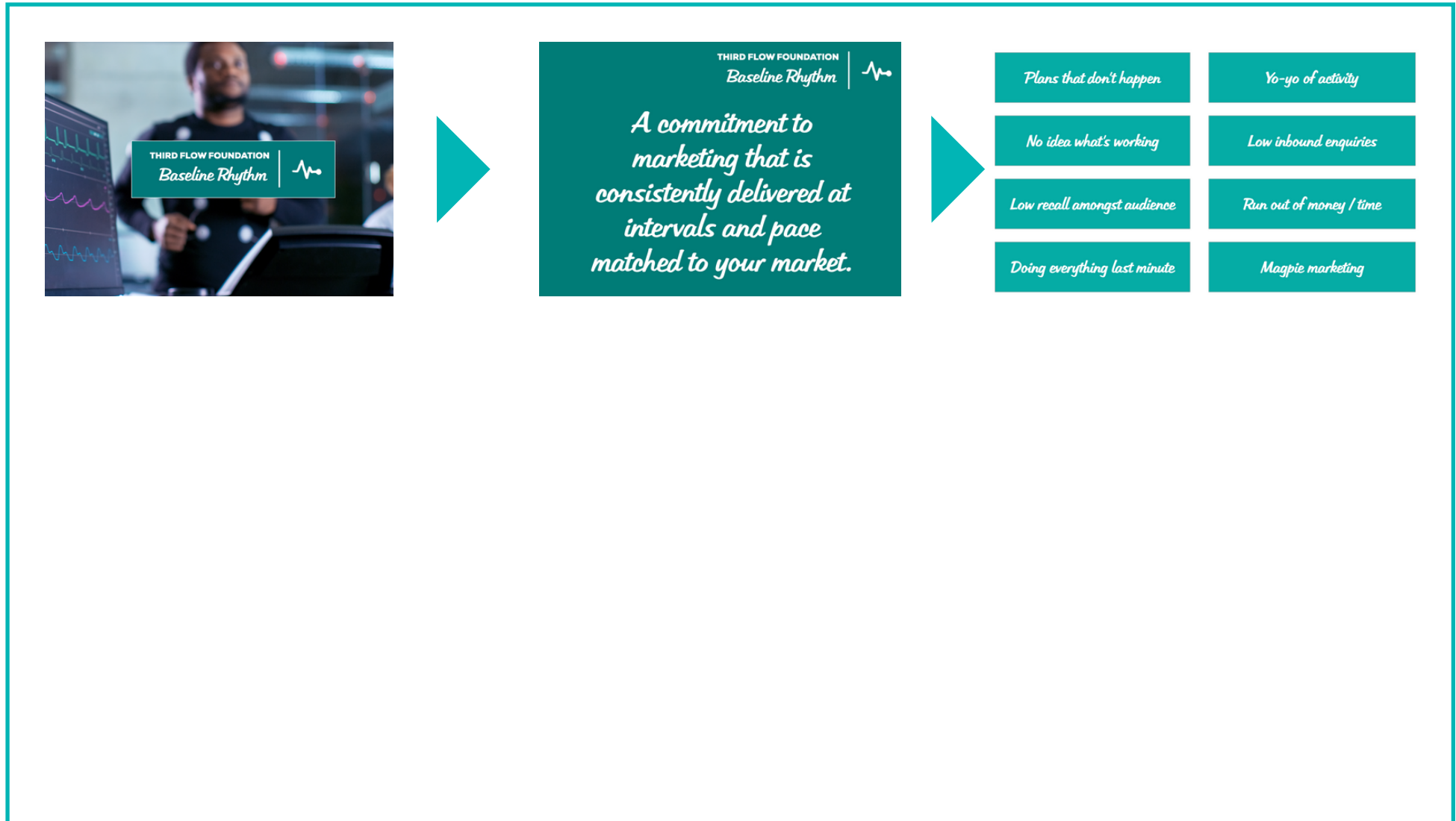


Second Flow Foundation: *Balanced Routine / Touchpoint Leaks*





Third Flow Foundation: Baseline Rhythm

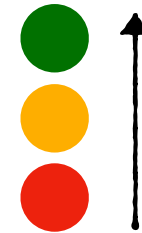




Third Flow Foundation: Baseline Rhythm / FNTE



FUNCTIONAL
*and not too
embarrassing*





Fourth Flow Foundation: Maintain Momentum



FOURTH FLOW FOUNDATION | *Maintain Momentum* 

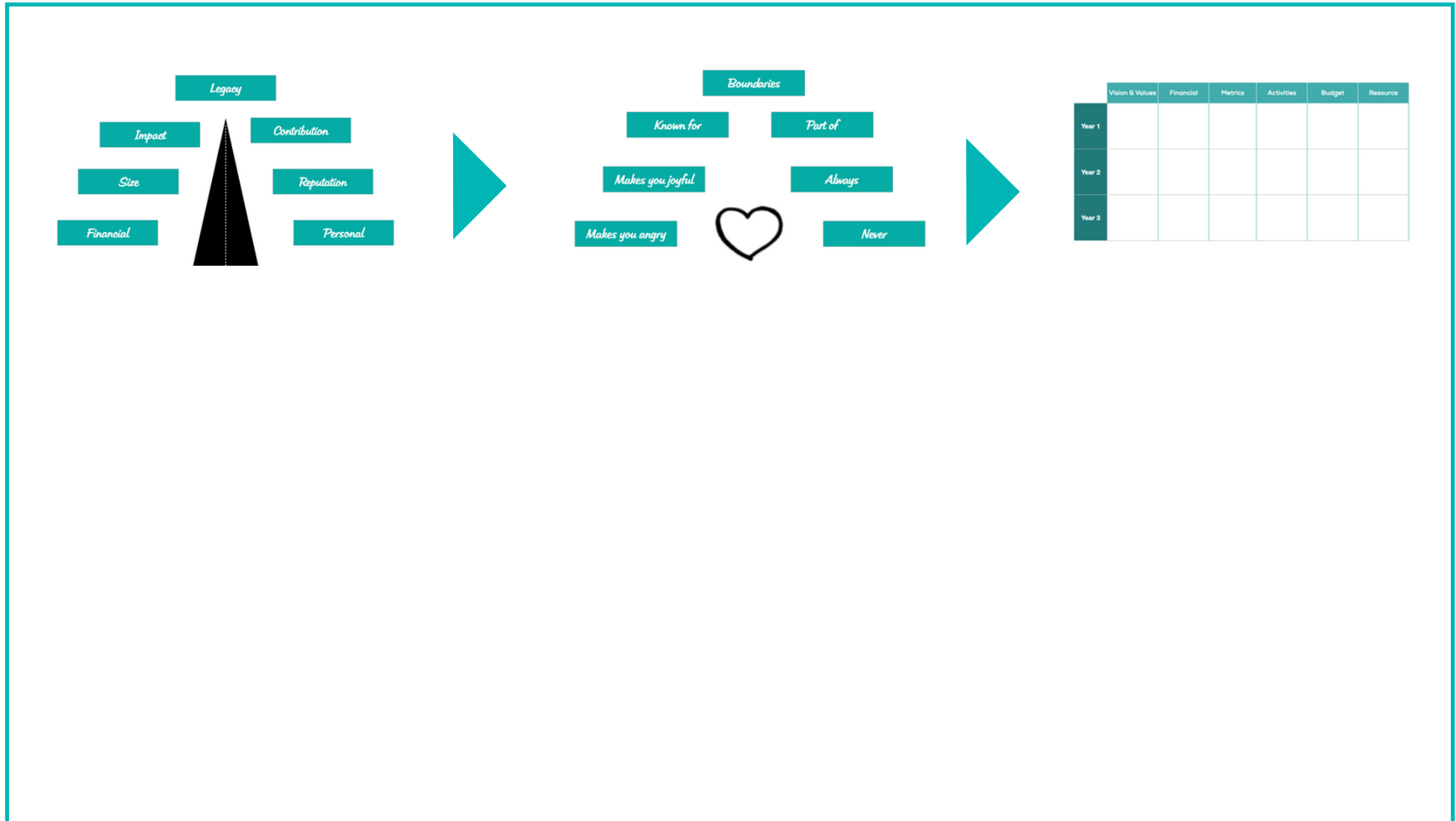
Maintaining enthusiasm is made possible by a compelling business vision that is translated into a clear plan.



- | | |
|---|---------------------------------------|
| <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> |



Fourth Flow Foundation: Maintain Momentum / Meaningful Milestones





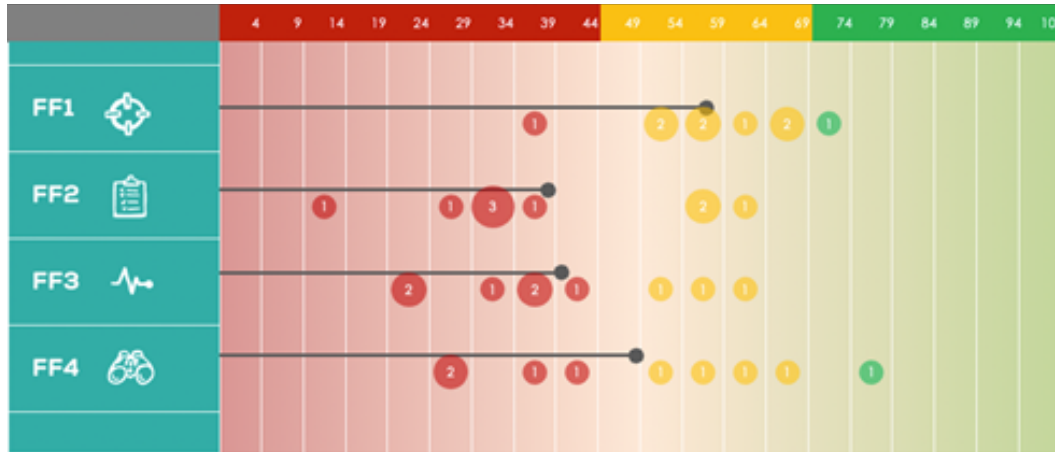
How stable is your growth table?

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



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