

Create Your Essential Marketing Collateral

Build a Ready-to-Go Toolkit of Materials to Save Time and Maintain Consistent Branding



Student Course Book

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Introduction

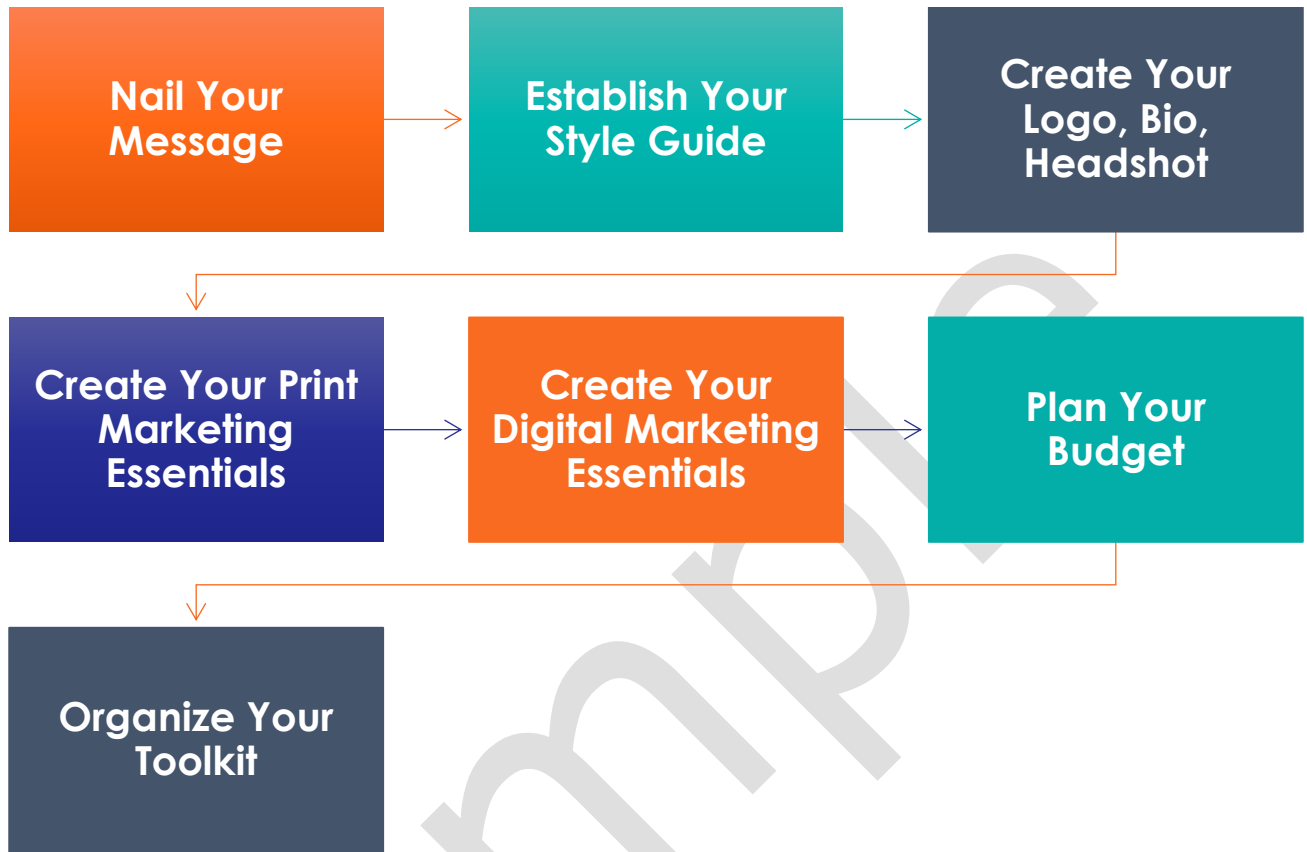
Starting a new business or recently launched? You have exciting times ahead! One of the biggest challenges you'll have is marketing your business so you can quickly attract customers and clients. And one way to make that more efficient is to create an easy-to-access toolkit of marketing assets. It will ensure you can hit the ground running with your marketing from day one.

By putting together a set of collateral (aka materials or assets) before you even start marketing, you can be sure you're delivering a consistent message and branding. Otherwise, you risk confusing clients with mismatched messaging.

You'll also be able to increase your productivity exponentially. Instead of scrambling to create new graphics, copy, and other collateral on the fly at the last-minute, you'll have content at your fingertips that you can pull out right when you need it. Sure, it might need a few tweaks depending on how you're using the materials, but those are minor compared to the time it would take starting from scratch.

The upfront time investment you'll spend in this course will save you hundreds of hours down the road. You'll come across as more polished and professional, even on a tight budget. And with your new marketing toolkit in hand, you'll be able to focus more on strategy and growing your business.

Here is your roadmap through the course:



Main Course Outcome:

By the end of this course, you'll have a set of essential marketing collateral that has you primed and ready to promote your business. Your new toolkit of materials will reflect a consistent brand image and message, enabling you to roll out new marketing campaigns quickly. This allows you to get new customers, all while keeping your budget in check.

By the time you complete this course, you'll be able to:

- Develop the tools you need to convey a compelling, cohesive, and consistent brand identity.
- Design professional printed materials that communicate your image when networking, marketing locally, and participating in face-to-face meetings.
- Create digital assets using email signatures, website elements, and templates that reflect your brand effectively across multiple channels.
- Manage your marketing materials toolkit efficiently and cost-effectively – keeping assets up-to-date and well-organized.
- Strategically enhance your toolkit based on the effectiveness of different marketing strategies and your evolving business needs.

This course is broken down into five major modules and individual lessons to take you step-by-step through the creation of your essential marketing materials.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Sample

Module 1 – Branding Essentials

In this first module, you'll review your brand identity and define your brand's unique style. You'll create essential marketing assets, including developing (or confirming) your logo, writing an engaging professional bio, and securing a professional headshot.

- **Lesson 1: Nail Your Message and Brand Identity**
- **Lesson 2: Establish Your Style Guide**
- **Lesson 3: Create or Enhance Your Logo**
- **Lesson 4: Craft Your Professional Bio**
- **Lesson 5: Secure a Headshot**

Lesson 1: Nail Your Message and Brand Identity

Make Your Marketing Messages Land with Impact

Marketing messages project the overall brand identity of a business. Once you've defined your brand voice, you can align your messaging to embody your business's unique personality. This could be formal, casual, stylish, inspirational, or something else.

If you've started promoting your products or services, you already have a marketing message.

Here are some guidelines to refine your approach to writing successful marketing messages:

- Focus on customer needs and pain points
- Keep messages clear and concise
- Include social proof
- Use visuals
- Make the next steps clear
- Demonstrate your uniqueness

ATTENTION:

This is only an excerpt from our full course **Create Your Essential Marketing Collateral**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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