

Marketing in Tough Times

How to Ensure Your Business Thrives, Even in
Difficult Conditions



Course Book

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Introduction

Every business wants brisk sales 365 days a year. However, things don't always go as planned, even during the good times.

When you hit a bump in the road, and outside forces push up against you, the ability to pivot and quickly implement 'emergency' marketing strategies is critical.

These external events or influences have many faces – economic downturns, government policies, natural disasters, pandemics, social upheaval, political turmoil, technological shifts, and more. They often happen when you least expect them and they can have a significant impact on your business.

Despite this, many businesses continue to generate sales during tough times. Some even surpass their targets because they've learned to skillfully adapt to current circumstances and customer demands.

Those businesses don't just survive, they thrive. They take steps to prepare for the unthinkable and as a result, they can meet unexpected challenges.

You want your business to weather the storm and your customers to stay with you. You also want to continue serving your target audience who, during periods of difficulty, may have an even greater need for your products or services. Success during these times requires an open mind and a positive approach, allowing you to strategize, act, and implement change.

In this course, you'll start by developing that all-important positive mindset that will carry you through the hard times. You'll discover practical ways to navigate 4 major business areas – branding, pricing, customer service, and marketing – while meeting the challenges your customers face. By the end of this course, you'll have an actionable plan that will be ready to execute in challenging times.

Here is your roadmap through the course:



Learning Objectives:

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

- Adopt a positive mindset, nurture self-confidence, and focus on the possibilities that enable you to achieve your goals in both good and challenging times.
- Use inspirational tactics and key principles of entrepreneurship to fuel your positive mindset.
- Evolve your brand so that it's 'crisis-resistant', authentic, and able to attract customers regardless of the current market conditions.

- Implement tactics that demonstrate solidarity and cultivate loyalty, allowing you to raise your profile and connect with your audience.
- Investigate what your customers value in your products and services so that you can build value that aligns with customer expectations.
- Choose tactics that will demonstrate massive value to potential buyers, motivating them to purchase even when times are tough.
- Learn more about current audience so you can provide exceptional customer service and deliver effective solutions.
- Adapt your customer service, providing a “wow” experience for your leads and customers that will keep them coming back.
- Focus on inbound marketing so that you can always attract potential buyers to your products and services.
- Pick quick-win marketing methods to implement immediately so that you can entice leads to your business right away.
- Implement a detailed plan of action to tackle unprecedented circumstances so that your business seamlessly continues making sales and helping customers.
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 6 major modules and individual lessons. It will take you step-by-step through the process of adapting your business practices so you can thrive even in tough times, allowing you to continue generating sales while meeting the needs of your target audience.

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 lesson.

Action Steps:

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

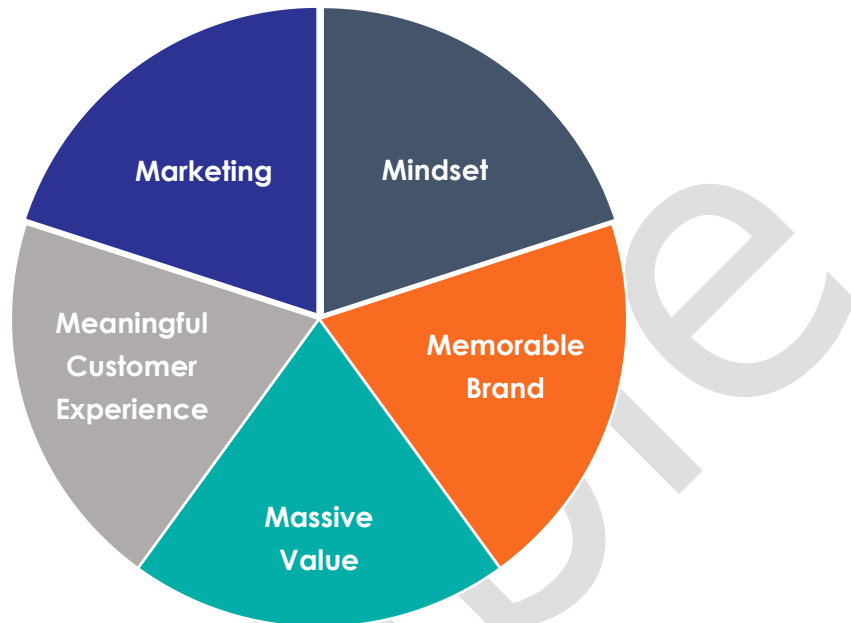
In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started with an overview of the model we'll be following throughout the course.

Marketing in Tough Times

There are several tactics and strategies businesses can implement to weather difficult times. In this course, we'll look at the actions you can take to counteract external circumstances and keep your business thriving, no matter what.

The 5 M's to Get You Through the Tough Times:



1. Mindset
2. Memorable Brand
3. Massive Value
4. Meaningful Customer Experience
5. Marketing

The 5 M's fit together like pieces of a pie. You *could* just eat one slice and throw the rest out. Or you could get the most out of it, one piece at a time.

Let's look at each slice in detail.

Module 1 – Mindset

How you think influences how you act. And how you act influences the results you get. If you want your business to thrive no matter what's going on around you, then you have to take control of your thought processes.

In this first module, you'll learn practical ways to cultivate a positive mindset, allowing you to see the opportunities present in difficult situations.

- **Lesson 1: Stay Positive**
- **Lesson 2: More Ways to Cultivate a Positive Mindset**

ATTENTION:

This is only an excerpt from our full course **Marketing in Tough Times**. The full, customizable course contains 7 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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