



EMMA LANNIGAN

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Ready for  
*more?*



# WELCOME



This is an introduction to 8 marketing insights to transform your marketing mindset. The insights are based on strategic marketing principles and blended with my coaching and energy style, to provoke and align your thinking, motivate your actions, and have you start achieving results you want.

Map

Mindset

Message

Money

Magnet

Minutes

Measurement

Moment

While my approach to marketing is traditional and strategic led; I've learned it's the mindset and energy behind the why, what, who, when and how much that is the difference.

The difference between loving your life, loving your business and getting the results and levels of success aligned within you.

I've brought all this knowledge and experience together to create a programme of insights to support you and your business today.

*Emma x*



## 8 Insights to Transform Your Marketing Mindset



### Map

Getting your ideas from your head and into action might appear simple.

To come close to achieving your successes the map is more effective to navigate with directions.

Planning your mission, objectives, strategy and actions are your directions.

Saving you time, keeping your efforts focused and saving money.



### Mindset

What you think, feel, believe and value is projected into all aspects of your business.

Every element of your brand, pricing, lead generation, content, delivery matters.

Creating an aligned mindset towards your business offers greater success.

Remove your fears and welcome your ideal clients and customers.



## 8 Insights to Transform Your Marketing Mindset



### Message

What you say to your audience is the difference to the levels of success you achieve in your business.

Working on your message is about going deep into the mindset of your audience. Becoming their best friend to talk their language in a space and time they want to listen.

Developing confidence and authenticity within your brand and content will help you connect with the people that matter to you.



### Money

Developing a pricing model to achieve financial goals is usually based on the breakdown of unit cost (product or time) plus profit margin.

Think value exchange and change the perspective of your revenue opportunities.

Scaling and growth is more achievable through value based pricing models. Reverse your pricing models from your financial outcomes in both life and business.



## 8 Insights to Transform Your Marketing Mindset



### Magnet

Attracting and keeping clients can be a big challenge for any business. You're in the hands of your audience.

Creating a customer journey worked through the whole buying process will help you build and develop deeper relationships with your audience.

Then you can focus on retaining their business. The cost of customer acquisition is much higher than retention.



### Minutes

Timing is everything. From when you choose to send out your message to how you set and create your time boundaries.

Be prepared to test and trial effective timings.

If you've completed your Map your action and implementation timings will be your guide.

Learning about productivity tools and marketing apps will help you have more time to be building those important relationships.



## 8 Insights to Transform Your Marketing Mindset



### Measurement

Understanding the true distance between where you are now and where you want to be is essential.

Comparing your business to another is not effective. It will just give you an excuse to not deliver on your plans.

You could spend a lot of your time measuring your marketing performance. Choose key markers which are realistic to your activity, and you're more likely to achieve your goals.



### Moment

Running your own business is all consuming. You do it for the passion, experience and love.

Creating moments of time to pause and reflect, to take time away from our business is essential.

When you push hard in your business you can also push the energy of growth further away. By stepping back, you literally step out of your own way.

Your emotional, mental and physical health all impact your business. Take a break.

# CHECKLIST



## 8 Insights to Transform Your Marketing Mindset



### Review your map.

- Do you have a plan?
- Have you set out measurable objectives?
- Are you happy the strategies you have for your product/ service/ pricing/ distribution and promotion are in place?
- What about strategies for branding and resources?
- Is this business for you or do you plan to sell it in the future?
- Do you have timely actions to work on to deliver your plan?



### Review your mindset.

- How do you feel about your business?
- Is it OK for your business to grow?
- Is it OK for you to be successful and have money?
- The thought of doing live videos or public speaking makes you feel...?
- Do you worry about being rejected by prospective clients?
- Is it OK for you to own a business and be healthy and happy?
- What do you often say to yourself about your business?
- What is the one thing you wish you had to help you with your business success?

# CHECKLIST



## 8 Insights to Transform Your Marketing Mindset



### Review your message

- Have you identified your ideal customer/ client?
- Do you have consumer profiles for them?
- Do you have consistent branding across your whole business?
- What does your brand mean to you and to your audience?
- Do you have a defined clear message that describes your business?
- Think of key words that will connect your business with your audience.



### Review your pricing and attitudes towards money

- Do you have an expectation and financial objectives?
- Are you generating the revenue or profit you expected?
- Do you feel you work more than you get paid?
- Have you felt resentment towards some customers/ clients?
- What value do you place on your services/ products?
- Consider what figure (amount of money) you want to have in your life in order to be happy. What is that figure?

# CHECKLIST



## 8 Insights to Transform Your Marketing Mindset



Review your magnets and lead generation to see what is and isn't working.

- Do you have a complete client journey process in place?
- How do you currently generate leads?
- How can a potential customer/ client do business with you?
- Where do most of your leads come from? Why do you think that?
- Where do you collect data from your clients to nurture relationships?
- At what point and where do your conversions take place?



Review your minutes and time to get you working smarter.

- Do you feel you never have enough time?
- When do you start and end your working day?
- Where do you do most of your work (in what space?)
- Count up how many distractions you have in your day.
- Work out what is most important to you and your business: allocate how much time you spend on each of these areas.
- Do you plan and schedule key promotional messages on social media at the start of the week/ month.
- What time do you need for yourself to not feel tired all the time?

# CHECKLIST



## 8 Insights to Transform Your Marketing Mindset



Review your measurement and levels of success

- Have you set clear key measures of success across your business?
- Do they work to achieve your business objectives?
- What does success look like to you?
- What do you need to be and have done to be successful this year?
- How important are social metrics ie. followers/ likes versus views and engagement with your videos/ content?
- How often are you reviewing your marketing activities?



Review your moments, the space to pause from the doing.

- Have you invested in yourself through training, coaching, mentoring in the last 12 months (or ever)?
- Do you feel like you are always answering client calls and delivering your business?
- Have you noticed how your muscles tighten up when you're full on in your business?
- Consider booking out time for you. A walk, a CPD session online or a workshop, go to a coffee shop, do an exercise class or have a massage, relaxation therapy, or just sit and read.

# Ready for *more?*



## Working With Emma

An experienced marketer, coach, energy teacher and workshop trainer, Emma's unique energy focused style will empower you to feel lifted in your life and business, owning self awareness and confidence that get you the results you want.

Learning  
Inspiration  
Focus  
Transformation  
Empowerment  
Development





# TRANSFORM YOUR MARKETING MINDSET

## BUSINESS INSIGHTS PROGRAMME

Pre Insight Questionnaire  
x4 Online Teach &  
Implementation Sessions  
x4 45 min 1:1 Coaching Calls  
1:1 Email Support & Feedback  
Online Group Support

Places Are Limited (max 12)

Commitment 6 months @ £149 p/m  
One installment @ £849  
or three installments @ £298

**GET ON THE WAITLIST**

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TRANSFORM YOUR  
MARKETING MINDSET

**INSIGHTS MASTERMIND  
CLUB**

Live Group Marketing Mentoring  
Focus on Your Business  
Ideas for Growth  
Online Group Support

Places Are Limited (max 20)

£69 per 2 hour session

Based in Market Deeping  
or Peterborough

[ASK FOR DETAILS](#)

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# BUSINESS INSIGHTS



## 1:1

A deeper dive into your marketing with an experienced marketer

### STRATEGY & PLANNING INSIGHT

Review your vision, purpose, planning, marketing strategy, branding and content. A session to create or develop your planning.

### BRANDING & COMMUNICATION INSIGHT

A holistic branding session including your personal and business brand and message. Aimed to help you with a practical approach to branding and delivering your message with confidence (that gets the results.)

### SOCIAL MEDIA INSIGHT

Covering the key platforms, how to use them for your business and your audience. Consider different strategies from brand awareness to lead generation. Includes reviewing existing accounts and introductions to apps to create images and schedule posts to get greater consistency.

### CONTENT INSIGHT

Profile, message, planning and action. Session covering where to start and where the content comes from. Focus on your audience and create your own manageable content plan for your business.

[BOOK YOUR INTRO INSIGHT CALL](#)



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# REVIEWS



"Her straight talking advice to me has always proved to be spot on, and Emma has taught me the real value in ensuring that my business values remain aligned to my own personal values."

I can't recommend Emma enough. She has been helping me with her marketing mentoring services. I have a clear vision on how I want my business to grow but not the confidence or the "know how" to put it all in place. If I have a little wobble or doubt, a chat with Emma brings me back up again. She has put together so many of the things I have been struggling with, and all I can say is WOW! My business is growing that much I've taken on another member of staff. I'm so excited for the things we have coming up in the future and the new projects we are working on.

"I couldn't have got this far without working with you."

I can honestly say that without my sessions with Emma I would not have had the confidence, self-belief nor motivation to set up my own counselling website and be nearly ready to launch my own business in January 2018. I have been talking about it for years - and now it is finally a reality!

I think what makes her unique is her down to earth approach, her honesty and genuineness and her incredible positive and motivating energy - it is infectious.

I would recommend her to anyone who isn't feeling truly fulfilled with where they are or what they are doing in their life, needs help in setting clear lifelong goals (both personal and business) or has any limiting beliefs stopping them from doing what they truly want to achieve.

"Emma got to know what my vision was and then helped me focus on it"



EMMA LANNIGAN

**COACH | MENTOR | TEACHER**

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