

THE MARKETING MASTERPLAN

Expert guided by a Watertight Marketing Licensed Practitioner

A 12-week programme giving you all the thinking, tools and advice you need to build a marketing plan that delivers

Prices from
£1,500
+VAT

MODULAR PROGRAMME

Clear steps to confident marketing decisions

The Watertight Marketing Masterplan programme follows a structured path and is arranged over four modules. The modules follow the 11 chapters in the first edition of the award winning book Watertight Marketing by Bryony Thomas.

- **Module 1: Map your marketing against sales results**
- **Module 2: Build your Baseline Activity Plan**
- **Module 3: Tweak Your Profit Leaks**
- **Module 4: Money, metrics and motivation**

Each chapter comes with a manageable set of activities, for which you'll need around 4-6 hours per chapter. Each topic builds sequentially on the last to create a clear actionable plan. You'll be comprehensively supported with an extensive toolkit of workbooks and templates, a vault of video tutorials, a weekly live online session (part workshop part Q&A) with a licensed practitioner and a community to cheer you on at every step.

This 12-week programme is an intensive version of the full 12-month online programme offered by Watertight Marketing. It is expert guided by a Watertight Marketing Licensed Practitioner who is trained in the methodology and will be your accountability partner. It is designed to give you momentum and help you build your business resilience, and you will quickly put in place a plan that you can action over the coming months.



WHO IS IT FOR?

Who is it for?

- **The owner-manager of a growing business.** You have a clear purpose and vision; now you want to scale things up and need a marketing plan to release the potential of what you've created. Marketing is not new to you, but you'd like to know more, understand how it works, what to do and which resources you'll need.
- **A marketer in a step-up business.** You know your stuff and would like support and help in getting others in the business on-board with what you've been saying for some time! The masterplan bring focus and energy to your marketing efforts and gets the whole team involved and working together.

MODULE 1
Map Your Marketing

INTRODUCTION

Your Objectives & Context

Setting context and goals for the programme.

Output: Clarify what you are selling to whom and why.

CHAPTER 1

Their Thinking = Your Marketing

Understanding how real people buy things.

Output: Map cause and effect across six steps in a buying decision.

CHAPTER 2

Identify Your Leaks

Run your own Touchpoint Leak™ Assessment.

Output: Create your priority plan to support every step of the sale.

MODULE 2
Build Your Baseline Plan

CHAPTER 3

Their Needs = Your Messaging

Apply the Logic Sandwich messaging framework.

Output: Create a compelling message for each step of a sale.

CHAPTER 4

Their Time = Your Pace

How to earn the right to a person's precious time.

Output: Select core tools & techniques and commit to a rhythm.

CHAPTER 5

Their Team = Your Audience

Understanding who has the ear of your buyer.

Output: Map the third parties with influence at each step of the sale.

MODULE 3
Tweak Your Leaks

CHAPTER 6

Your Bucket

How to keep profitable long-term customers.

Output: Plug any leaks in your bucket to support customer retention.

CHAPTER 7

Your Funnels & Filters

How to turn conversations into paying customers.

Output: Create core tools to support sales conversions.

CHAPTER 8

Your Taps

Generating a steady flow of interested people.

Output: Make clear choices about how to generate leads efficiently.

MODULE 4
Make Marketing a Habit

CHAPTER 9

Marketing Money

Define an efficient marketing budget.

Output: Powerful budgeting tool to visualise rationale.

CHAPTER 10

Money Measurement

Understand the key metrics you need.

Output: A robust measurement framework to track performance.

CHAPTER 11

Marketing Mindset

Stem the Four Foundation Leaks forever.

Output: The motivation and mindset to make marketing a habit.



"At the end of the process we had an effective, efficient marketing process, dove tailed with a sales approach that worked. What makes Watertight Marketing stand out from the crowd of fluffy marketers is direct linkage of effort to return. This no nonsense approach was a revelation and a relief." DAVID JAMES, ASCENSOR

WHAT YOU GET

CLEAR STRUCTURE

You'll be supported with a clear, time-tabled structure to keep you on track with your plans as well as accountability coaching.

EXPERT PARTNER

You'll be matched with a licensed practitioner who has at least 10 years experience, and is fully trained in the methodology.

REGULAR CHECK-INS

You'll be guided by your Expert Partner with regular check-ins to unpick your challenges and fire your motivation.

REAL PEER COMMUNITY

You'll be invited to join our lively group of business-owners and marketers to share ideas and cheer you on at every step of the way.

COMPREHENSIVE TOOLKIT

You'll have access to all online material from the first edition including workbooks, tutorials, templates and Q&As for up to 2 years.

WEBSCHOOL

Optional access to an online member's area with tips, worksheets and expert interviews with transcripts (£23 +VAT/month).

WHAT'S INCLUDED

THE MASTERPLAN PROGRAMME	One-to-One £2,500 +VAT	Group Programme £1,500 +VAT
Approach	Tailored to your business	Group cohort
Weekly sessions	60 minutes	90 minutes
One hour kick off call	✓	✓
Access to all online resources	✓	✓
The A-Z of content marketing ideas (eBook)	✓	✓
Touchpoint Leak™ Assessment update within 12 months	✓	-
Additional team member	£250 +VAT (pp)	N/A
EARLY BIRD BONUS*	2-hour strategic sounding board session	3 months' free access to Webschool

*Terms apply. Payment plans available.

EXPERT GUIDED

Your Expert Partner

You will be matched with an appropriate consultant from the Watertight Marketing Certified Practitioner network. These are all marketers of at least 10 years experience, with a proven track record with all sizes of business clients. They are all fully trained and licensed to use the Watertight Marketing methodology.



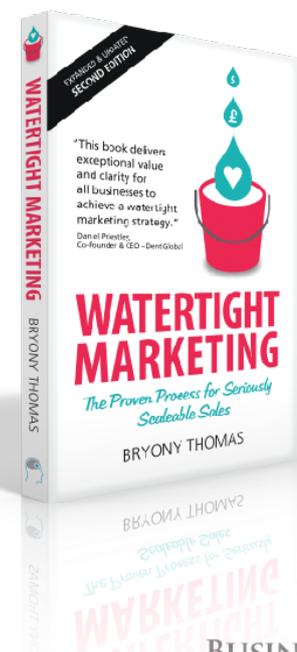
ABOUT

About Watertight Marketing

Watertight Marketing is a powerful and practical methodology for putting a marketing operation into a growing business that supports long-term sales results.

Developed over twelve years, originally tested in over 200 companies, and now being used in over 2,000 businesses, this unique approach was created by Bryony Thomas and captured in her award-winning book of the same name (now in its second edition).

Anyone can download a free sample chapter from www.watertightmarketing.com



The Telegraph **The Guardian** **mycustomer** **VISTAGE** **Forbes** **BUSINESS INSIDER**

SUMMARY

The Masterplan Programme at a glance:

Duration: 12-week modular programme with regular check-ins.

Approach: Online workshops and supplementary activities using a suite of resources and a proven process for seriously scalable sales. Expert guided by a licensed practitioner.

Output: A plan for building a marketing operation within the next 12 months focussing on a single clearly defined audience.

Guaranteed: All engagements with our licensed practitioners comes with the Watertight Marketing Satisfaction Guarantee. See website for more details.

