

A top-down view of a white desk. On the left is a gold lamp with a glass globe. In the center is a white pen holder with several pens. On the right is a silver laptop keyboard. In the foreground is a black notebook with a white page showing a hand-drawn diagram. A semi-transparent white box with a red border is centered on the desk, containing text.

*teresa*  
HEATH-WAREING

*Marketing*  
THAT  
CONVERTS

**YOUR GUIDE TO CREATING  
YOUR BUSINESS  
FUNNEL ROAD MAP**

# HELLO

**Firstly, let me start with a BIG THANK YOU for downloading this guide.**

I am super glad you enjoyed the talk at Marketed Live and that you got your hands on this download. You can now work through this workbook and make the model and method work for your business.

I know I covered a lot and can talk fast so hopefully this will jog your memory and give you a path to follow.

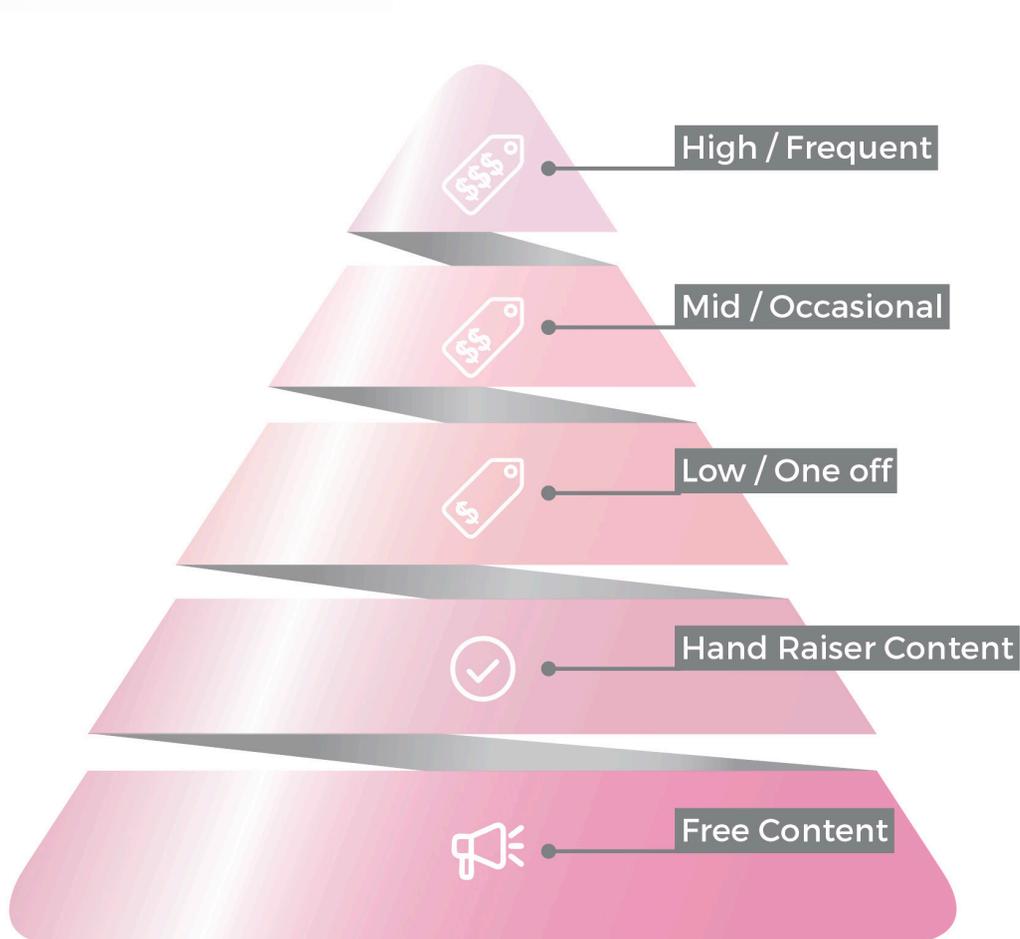
If you have any questions, please don't hesitate to reach out.

*Thanks Teresa x*

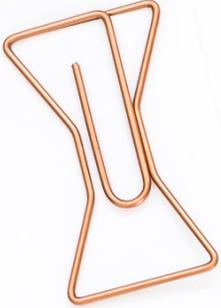
# MTC model

BY TERESA HEATH-WAREING

OK, so the first section of this download is going to be looking at the MTC Model first - it is very hard to plan your marketing if you don't know what product you are marketing!



## GET STARTED



It would be really easy for me to say start at the top or the bottom, but I think the best place to start is by looking at what are you currently doing and where it fits into the model.

For example, if you are a consultant and only offer 1-2-1 work, you may need to think of what you can offer that is a lower price or is a lower touch service.

However, if you currently sell a lower cost product you may want to think about what high cost or added value offer you can give.

### Your current set up

So lets start filling in what you are currently doing in each stage and then you can identify the gaps

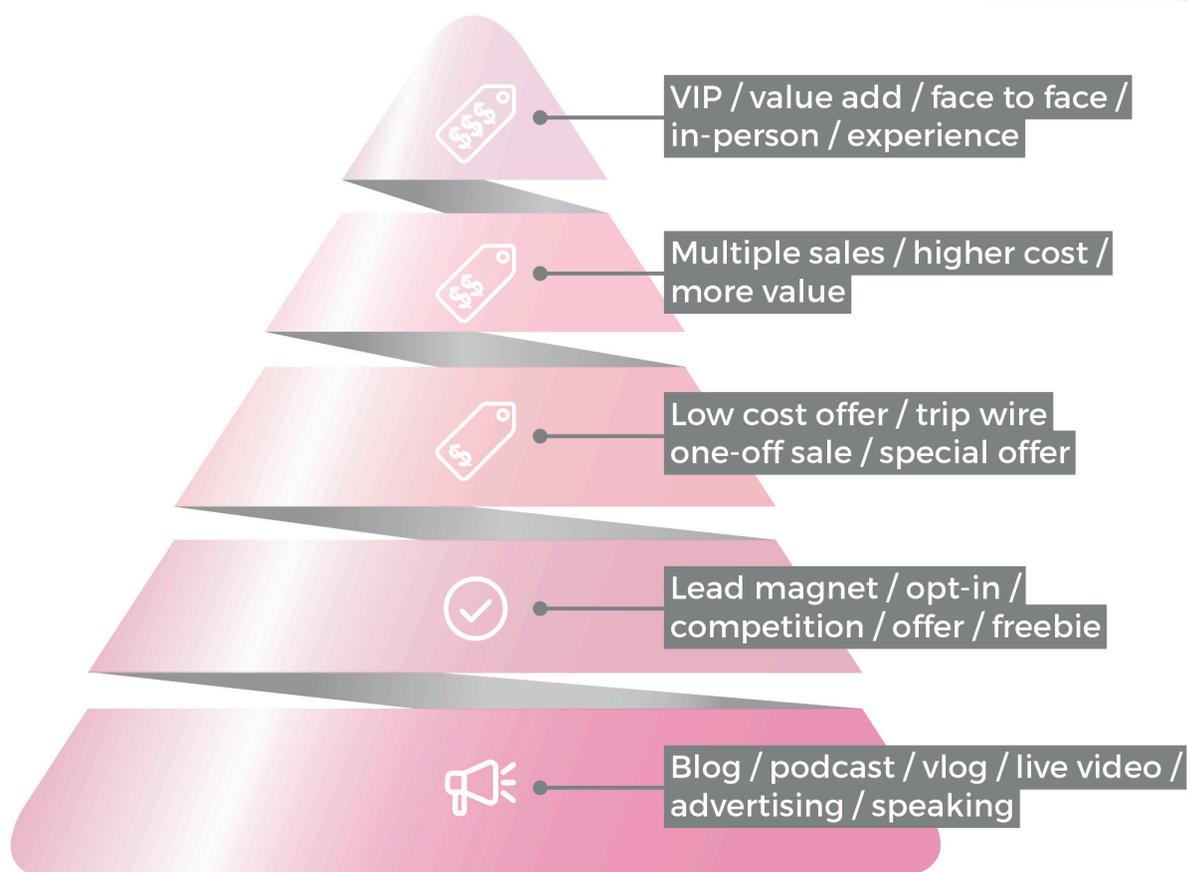
	High / Frequent	..... .....
	Mid / Occasional	..... .....
	Low / One off	..... .....
	Hand Raiser Content	..... .....
	Free Content	..... .....



## THE NEW PLAN

Now it's time to think about what you need to add in each section to fill in the gaps.

I have put some examples below to help you think about what type of things you can do in each section.

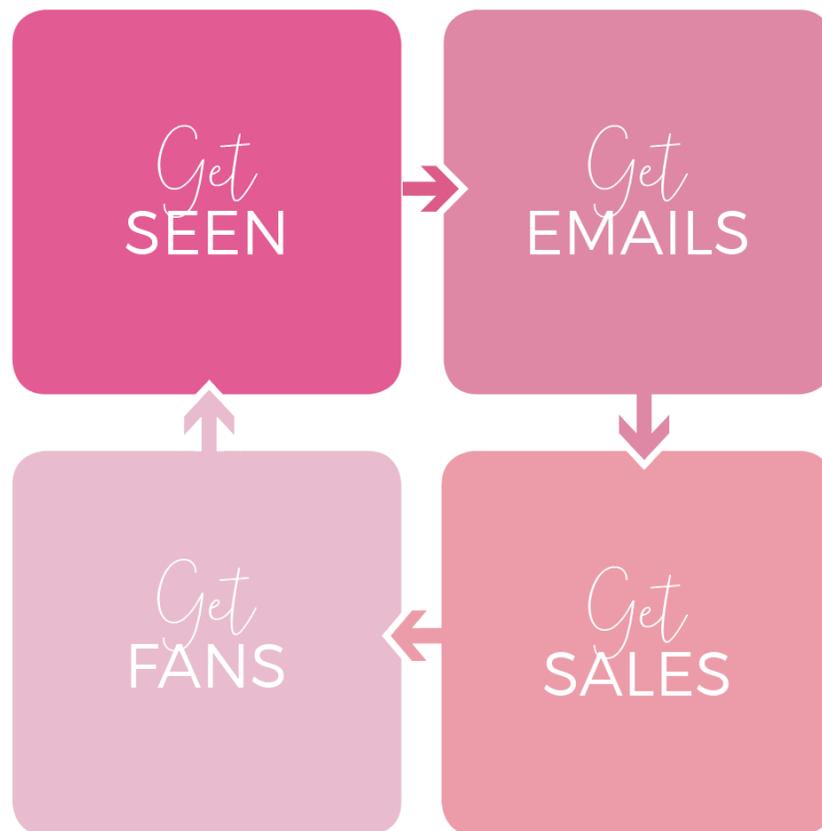


**Don't forget:** When thinking about the free and hand raiser content, pick things that will sit well with your audience and you.

# MTC method

BY TERESA HEATH-WAREING

The MTC method will provide you with a clear and simple format on how you can market your business. Over the next few pages I have included the list of ideas for each stage. Use these ideas to plan what you will do for each stage when marketing your business.



## GET SEEN

Facebook	Blog	Events	Guest blogging	Speaking	Instagram
Live video	SEO	Twitter	Podcast	Others audiences	Ad words
Copy writing	Facebook advertising	Content	LinkedIn	PR	Website
Display ads	Networking	Vlog	Branding	Instagram advertising	Printed material

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## GET EMAILS

Lead magnet	Chat bot	Competitions	Funnels
Newsletter	Content upgrade	Opt-in	Landing pages
Discount codes	Thank you pages	CRM system	Copy
On boarding	Automation	Branding	Free trails

## GET SALES

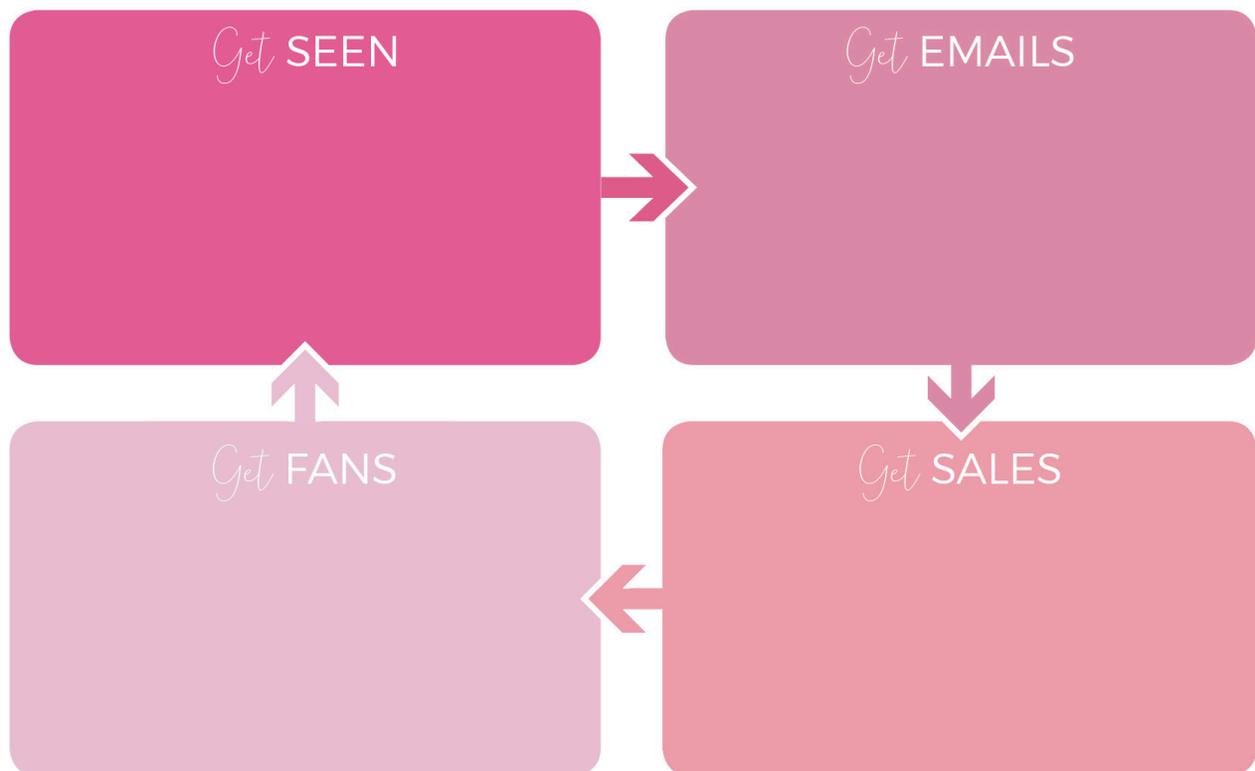
Sales Pages	Webinars	Pricing strategies	Content Nurturing
Funnels	Sales Calls	Proposals	Case studies
Selling from stage	Meetings	Cart abandonment	Copy
Open cart vs closed cart	Sales emails	Remarketing ads	Testimonials

## GET FANS

Delight	Cross sell	Ad value	Up sell
Build community	Content upgrade	VIP	Add-ons
Customer satisfaction	Groups	Targeting	Personalisation

## OVER TO YOU!

Now it's time for you to think about which of these strategies you are going to use for your business. Create your marketing plan below.



**Don't forget:** Don't try and do everything, what you pick has got to be manageable and should help you stay focused. Also keep the following in mind.

- Choose what fits with your audience
- Do what fits with you
- Be consistent
- Consider the price points
- Review and tweak as needed

## NEXT STEPS

So now what?

Well the aim of this guide was to help you come up with a plan / strategy for your business and the way you market it!

Having the structure in place is one thing but when it comes down to each section do you know what to do or the best way to go about it?

That's where I come in! I work with my students in the Marketing that Converts Academy to help them decide on their plan and then teach them how to do each part. For example they might have decided they need Facebook ads, however no idea where to start. So the academy has a step by step course in how to get started!

Or, they know they need to grow their email list but are not sure of the process, again they can watch the list building course where I take them through step by step.

And if they have any questions, no problem they can either jump in the Facebook group or they can join me in a hot seat on our regular coaching calls.

***If you want to find out more about the academy please visit [teresaheathwareing.com /academy](https://teresaheathwareing.com/academy)***

