

WORKBOOK

*NEW* ←  
**Marketing Mastery**

with David Meerman Scott

Align your marketing with the way people buy

# Welcome!

2



Thank you for subscribing to my New Marketing Mastery program! New Marketing Mastery will help you to align your marketing with the way that people buy.

Because buyers are better informed and come armed with more choices and opportunities than ever before, everything about marketing has changed. Entrepreneurs and marketers must adapt because the digital economy has turned the old model on its head, and those who don't keep up will be left behind.

In New Marketing Mastery, I offer a step-by-step action plan for harnessing the power of modern marketing to directly communicate with buyers, raise visibility, and increase sales.

This practical course was created in partnership with Tony Robbins and is designed for marketing professionals and entrepreneurs who want to grow their businesses by bringing their marketing into alignment with the ways that people buy. Learn how companies, nonprofits, and organizations of all sizes can leverage web-based content to get timely, relevant information to eager, responsive buyers for a fraction of the cost of big-budget campaigns.

**Here's to your success!**

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# Your Workbook

This printable workbook is your study guide for the New Marketing Mastery program. In it, you will find:

- 1. A checklist for you to keep a record of the modules as you complete them.**
- 2. Questions and activities to get you started with each of the five lessons.**  
**At the beginning of each lesson I provide an important “focus question” that you should keep in mind as you complete that lesson and some lessons also have several “pre-frame questions” to get you thinking about the ideas in the lesson before you take it.**
- 3. Questions and activities at the end of each lesson for you to go deeper in order to master the concepts.**

**Each lesson in New Marketing Mastery contains a series of videos as well as infographics and worksheets in a PDF format.**

I've created these documents to help you to learn the material in the videos and apply them to your own marketing strategy and tactics.

All of the PDFs are downloadable so you can save them and share them with your team. You will see a **DOWNLOAD PDF** link below each infographic within the application.

*I would please ask that you kindly not share these documents outside of your organization  
However, you may share the documents with agency partners or freelancers who are working  
with you on your marketing.*

# Introduction

- READ** “Welcome!” text
- WATCH** “Getting Started with New Marketing Mastery” video
- READ** “A Note on Program Materials and Media”
- READ and ANSWER** the questions in “Why Did You Enroll in this Course”

**Pre-frame questions for your current situation prior to beginning the New Marketing Mastery program:**

**1. Why did you enroll in this course?**

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**2. How do you feel about your current marketing plan?**

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**3. On a scale from 1-10, rate your current use of buyer personas in your marketing. Justify your response.**

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4. On a scale from 1-10, rate your current content marketing strategy.  
Justify your response.

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5. On a scale from 1-10, rate your current social networking strategy.  
Justify your response.

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6. How familiar are you with the concept of newsjacking?

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- 7. In your calendar **RECORD** your deadline for completing **Lesson 1.**
- 8. In your calendar **RECORD** your deadline for completing **Lesson 2.**
- 9. In your calendar **RECORD** your deadline for completing **Lesson 3.**
- 10. In your calendar **RECORD** your deadline for completing **Lesson 4.**
- 11. In your calendar **RECORD** your deadline for completing **Lesson 5.**

**FOCUS QUESTION FOR NEW MARKET MASTERY**

BY THE TIME YOU FINISH THE NEW MARKETING MASTERY PROGRAM, YOU WILL BE ABLE TO ANSWER THE FOLLOWING QUESTION:

**How does your business need to adjust your marketing in order to match how people currently make purchasing decisions?**

## LESSON 1: The New Rules of Marketing Requires an Understanding of Your Buyers

6

Smart marketers understand buyers, and many build formal buyer personas for their target demographics. It can be daunting for many of us to consider who, exactly, might be interested in our products and services and is visiting our site and checking out our content. But if we break the buyers into distinct groups and then catalog everything we know about each one, we make it easier to create content targeted to each important demographic.

Organizations that take the time to learn about their buyer personas get out of the common egotistical sales mode and instead work to educate potential buyers. When you educate and inform rather than hyping, your marketing comes alive. Your buyer personas are then eager to do business with you and excited to share your ideas with others. The sale is made more quickly, and more business results.

Focusing on buyer personas will transform your business. That's why this concept is so critically important for effective marketing.

### FOCUS QUESTION FOR LESSON 1:

BY THE TIME YOU FINISH THIS LESSON YOU WILL BE ABLE TO ANSWER THE FOLLOWING QUESTION:

**Who are your buyer personas and how can you best reach them?**

The best marketing comes from being the buyer expert, not just the product expert. Marketers need to focus on buyer personas. It's about having deep and factual clarity about how markets full of buyers think about doing business with companies like yours. That's when marketing is ready to deliver tremendous value to the sales process.

The best way to learn about buyers and develop buyer persona profiles is to interview people one-on-one and in their own environment. The goal of the interview is to define the problems people are facing and to learn precisely how they describe those problems—the actual words and phrases that they use.

Meet members of your buyer personas on their own turf (their office, home, school, or where they go to relax) and listen carefully to how they describe their problems. Then develop products and services especially valuable to them, and create marketing using their language, not yours.

If possible, either record the interview or have a colleague take notes. You want your undivided attention focused on the conversation. It is important to capture verbatim quotes to use in the final buyer persona document, as that's the best way to communicate exactly how buyers talk about a particular point.

The template included here is simply a guide and should not be followed exactly. The best buyer persona interviews are simply a conversation.

You might start with a very general ice breaker question like “How's business?”

To get to real insight, you need to ask good follow-up questions and let the buyer take the conversation to interesting places. That's where the valuable insight comes from.

For each buyer persona profile, your job is to know as much as possible about this group of people so you can answer questions like these:

- 1. What are the problems facing this buyer persona?**
- 2. What media do they rely on for answers to their problems?**
- 3. How can we reach them?**
- 4. What words and phrases do the buyers use?**
- 5. What social networks do they participate in?**

- READ** Lesson text 1.1 “Your Buyers and Your Marketing”
- WATCH** Lesson 1.2 video “Tony Robbins and David Meerman Scott Discuss New Marketing Mastery”
- WATCH** Lesson 1.3 video “The Way People Buy Has Changed”
- STUDY** Lesson 1.4 PDF “New Rules Old Rules”
- WATCH** Lesson 1.5 video “The New Rules of Generating Attention”
- WATCH** Lesson 1.6 video “Disconnect Between How People Buy and How Companies Market”
- STUDY** Lesson 1.7 PDF “No More Business as Usual”
- STUDY** Lesson 1.8 text “Buyer Personas Make Your Marketing Come Alive”
- WATCH** Lesson 1.9 video “Understanding the Market Problems of Your Buyers”
- WATCH** Lesson 1.10 video “How to Conduct a Buyer Persona Interview Using the Worksheet”
- STUDY** Lesson 1.11 PDF “Buyer Personas Are Critically Important for Successful Marketing”
- WATCH** Lesson 1.12 video “Understand Your Buyer Personas”
- STUDY** Lesson 1.13 PDF “Buyer Persona Interview Worksheet”
- STUDY** Lesson 1.14 PDF “Integrating Marketing and Sales to Grow Business”



# Buyer Personas

Buyer personas, the distinct demographic groupings of your potential customers, are critically important for successful marketing.

Organizations filled with people who take the time to understand the needs of buyers they wish to reach, and then develop information to educate and inform those buyers, are more successful than organizations that just make stuff up.

Buyer persona research ensures that you market using the voice of your buyer, not of your founder, CEO, product manager, or PR agency staffer. This drives people into the buying process, making salespeople's work easier and quicker.

## **The best way to learn about buyers and develop buyer persona profiles is to interview people one-on-one and in their own environment.**

The goal of the interview is to define the problems people are facing and to learn precisely how they describe those problems—the actual words and phrases that they use.

Meet members of your buyer personas on their own turf (their office, home, school, or where they go to relax) and listen carefully to how they describe their problems. Then develop products and services especially valuable to them, and create marketing using their language, not yours.

### **Here are a few ways to personally connect with your buyers:**

- 1 VISIT** buyers in their offices
- 2 GO** to the conferences that your buyers attend
- 3 WATCH** the webinars that your buyers watch
- 4 READ** the books and blogs that your buyers read
- 5 PARTICIPATE** in the social networks that your buyers are active in