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MARKETING POWER KIT · FREE SAMPLE

Marketing Power Kit

Turn one offer into a coherent campaign with clear proof, channels, and measurement

IN THIS SAMPLE

1. What this is and who it's for
2. Build the Campaign Spine First
3. Set the Campaign Job (Module 1 of 10)
4. Workbook: Campaign Job Brief

\$29

FULL KIT · GUIDE, FILLABLE WORKBOOK, QUICK REFERENCE, PHONE REFERENCE, PROMPT LIBRARY, TRACKER SPREADSHEET

Less content. More use.

What This Is, Who It Is For

FIT What this is

This is a campaign operating kit for one small-business offer. It connects audience evidence, positioning, claims and proof, conversion paths, channel roles, briefs, AI-assisted drafting controls, a 30-day calendar, and measurement.

FIT Who this is for

For a small-business owner, solo marketer, consultant, or lean marketing team that has a real offer but needs a coherent campaign system instead of disconnected posts and generic AI prompts.

By the end, you will have:

- A campaign job, audience situation brief, message hierarchy, and claim ledger.
- A conversion path, channel role plan, reusable asset brief, and controlled AI workflow.
- A 30-day calendar, funnel measures, diagnosis, and next-test decision.

WHAT THIS IS NOT

It is not a promise of viral reach, an autonomous posting system, a pile of random prompts, permission to invent claims or scarcity, or a substitute for platform, privacy, advertising, or industry-specific review.

Build the Campaign Spine First

Before writing posts, choose the campaign job and create the message, proof, conversion, and measurement structure every asset must follow.

WORKFLOW

The Sequence

1. Choose one offer, one audience, one CTA, and one 30-day window.
2. Recover recent customer language, alternatives, objections, and decision criteria.
3. Write the message hierarchy and attach proof to every important claim.
4. Map the conversion path and assign one role to each of no more than three channels.

STOPPING POINT

Do not build the calendar until the audience, message, proof, CTA, and measurement chain agree.

1. Set the Campaign Job

A campaign should move one defined audience from a known situation toward one measurable action. "Get awareness" is too vague to choose a message, channel, asset, or stopping rule.

WHEN YOU'RE DONE

You have one offer, one audience, one campaign action, one time window, and one primary measure.

CHECKLIST

Do this now

- ☐ Choose the offer or behavior this campaign supports.
- ☐ Name the audience and the situation they are in now.
- ☐ Choose one primary call to action and one campaign window.
- ☐ Set the measure and baseline before creating assets.

ONE CAMPAIGN JOB

For 30 days, move past webinar attendees who have not purchased toward booking a 20-minute fit call; measure qualified bookings, not total impressions.

Reflection: What single action should a qualified person take after this campaign?

Campaign Job Brief

Set one offer, action, window, and primary measure.

WORKSHEET

Campaign Job Brief

Offer and Audience:

Current Situation and Desired Action:

Campaign Window and Baseline:

Primary Measure and Threshold:

Want the rest of Marketing Power Kit?

More content does not fix an unclear audience, unsupported promise, broken conversion path, or missing measurement. This kit makes strategy visible before production and keeps every channel tied to the same campaign job.

THE FULL KIT INCLUDES

- Guide (Letter and A4)
- Fillable workbook (Letter and A4)
- Quick reference (Letter and A4)
- Phone reference
- Prompt library
- Tracker spreadsheet (CSV)

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