

FOCUS FIRST – BUSINESS BOOSTER ONLINE SALES PROGRAMME

OVERVIEW OF COURSE

6 x Modules released every Wednesday at 2pm from 23rd February – 30th March 2021

The ‘Focus First’ formula has been created to help small tourism businesses just like yours to get more results in less time and with less stress. It’s a proven formula that Kate has used to boost tourism businesses to a more profitable place.



Wednesday 23rd February, 2pm

Module 1 - Introduction and FOCUS - Core Market

“We cannot be all things to all people. And in trying to do so... we are nothing to nobody”

Only when we truly understand who our customers are, can we start to make decisions that will reach them, resonate with them, and move them to buy from us.

This module will guide through 2 worksheets: -

1. Customer Profile our customers and create
2. “Audience Map”.

We consider our existing customer base and our understanding of them, picturing a recent “ideal” customer. Next, we look at what we can change about your product, service, and experiences to appeal to that customer type even more.

Wednesday 2nd March, 2pm

Module 2 - FOCUS - Core Analysis

Now that we understand who our core market is, and before we can start to make decisions around how to attract them... we need to dig a little deeper.

This module uses 2 tools: -

1. Strategic SWOT Analysis – This process sees you outlining your Strengths, Weakness, Opportunities and Threats as they are perceived by the core market
2. Competitor Analysis – Where you consider how that target market perceives you when compared to the competition

Wednesday 9th March, 2pm

Module 3 - FOCUS - Core Message

Marketing is all about getting the right message to the right market at the right time. You are a “brand” and you need to understand your own brand personality in order to resonate with the right people.

This module takes you through the 3 steps of: -

1. Understanding my Brand
2. Defining my Brand
3. Presenting my Brand

... before showing you how to write your Core Message

Wednesday 16th March, 2pm

Module 4 - FOCUS - Core Offering

It is vital that you have a “headline act” in terms of product offerings. Something that makes you stand out from the crowd... and a real attractor for your core market.

This module takes you through the 7 Ps of the services Marketing Mix, encouraging you to outline, evaluate and tweak each: -

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Environment

Wednesday 23rd March, 2pm

Module 5 - FORMULATE – Personal Goals & Business Goals

As the well-known saying goes *“If you fail to plan... you plan to fail”*. And we’ve all been told how vital it is to set goals. BUT so, we know how to really set goals? Both personally and for your business?

This module takes us through a fun and enlightening process to visualise our businesses and lives in the future... and then the strategic steps of how to write the goals and work towards them: -

1. “My Plan”
2. Goal Planning Sheet



Wednesday 30th March, 2pm

Module 6 - FACILITATE – Time & Results Management, Personal Selling, Tracking & Monitoring

This hugely practical module takes us through the steps of delivering on our promises: -

1. Time & Results Management – so that we make the most of every working hour... and don't work around the clock!
2. Personal Selling – to maximise our chances of “sealing the deal” when we get in front of a potential customer.
3. Tracking & Monitoring – to make sure we stay on track towards our longer-term goals.

