



The Perfect Marketing Strategy - Home Base

Part 1) What's On Your Website

Do you have these 5 pages?

Page	Core Message Communicated?	Done
Home		<input type="checkbox"/>
About		<input type="checkbox"/>
Products/Services		<input type="checkbox"/>
Testimonials		<input type="checkbox"/>
Contact Us		<input type="checkbox"/>

Is your contact information on every page? Yes No - What is your call to action?

Part 2) Series of Landing Pages

List the top 5 questions your customers & potential customers are asking?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

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Part 3) Landing Pages

What Questions Can You Answer?	
Page Subject	Answer(s)?

Does each of those pages have these three parts?

Empathize With The Viewers Problem - Define Symptoms - Does it Offer a Solution?:

Part 4) Seeding Content

What Content Could Attract More Engagement?	
Blog Topic	Blog (Content) Title?
Empathize The Problem	
Define Symptoms	
Offer a Solution	
Other?	
Other?	

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Create a series of blogs or content for each landing page: Yes - No - Working On It?

ACTIVELY driving people from content to landing pages?: Yes - No - Working On It?

What is the FEELING(s) clients get by purchasing your products or services?



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Final Thoughts - Your Online Sales Conversation

Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them...

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