

Chattooga Chamber of Commerce
Lunch & Learn
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Build Your Business Marketing Blueprint

A Strategic Workbook &
Companion Guide

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Identify Your Ideal Client

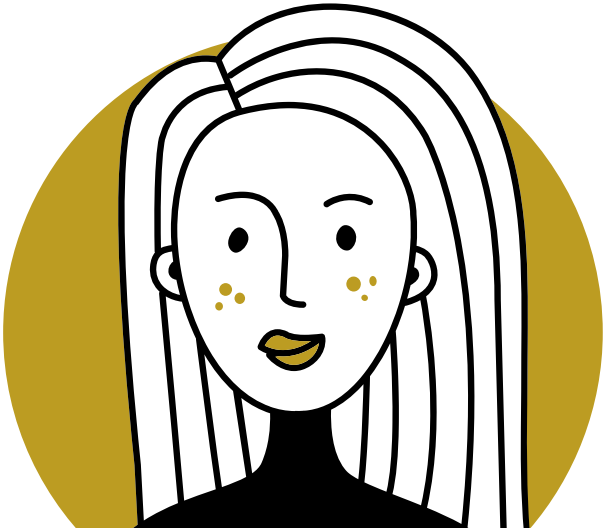
Get specific about who you serve. The clearer your client profile, the more effective your marketing.

Who is your ideal client? (Age, role, industry, lifestyle, etc.)

What keeps them up at night?

Where do they spend time online?

What would make them say YES immediately?



02

Define Your Brand Foundation

Before you market, you need clarity. Answer the questions below to define the foundation of your brand.

What does your business do in one sentence?

What problem do you solve for your clients?

What makes you different from your competitors?

03

Craft Your Core Message

Your message is the bridge between what you do and why people care. Craft it with intention.

YOUR ELEVATOR PITCH

I help [who] _____

achieve [what] _____

by [how] _____

so they can [result] _____

DEFINE YOUR BRAND VOICE

Circle 3 words that describe how your brand sounds:

Professional Friendly Bold Warm Playful Authoritative
Approachable Luxurious Minimal Energetic Calm Inspiring

My brand voice in one sentence:

04

Map Your Marketing Channels

Not every channel is right for your business. Check the ones you currently use, and star the ones you want to focus on.

- | | |
|---|--|
| ☐ Social Media (Instagram) | ☐ Networking Events |
| ☐ Social Media (Facebook) | ☐ Referral Partners |
| ☐ Social Media (LinkedIn) | ☐ Paid Ads (Social) |
| ☐ Email Marketing | ☐ Paid Ads (Google) |
| ☐ Website / Blog | ☐ Print / Direct Mail |
| ☐ SEO / Google | ☐ Podcast / Video |

05

Scan for Free Business Marketing Resources

Scan the QR code to link to build your 15 Minute Marketing Roadmap

