

D. MARIE SMITH'S
SOPHISTICATED
STRATEGY

MANUAL

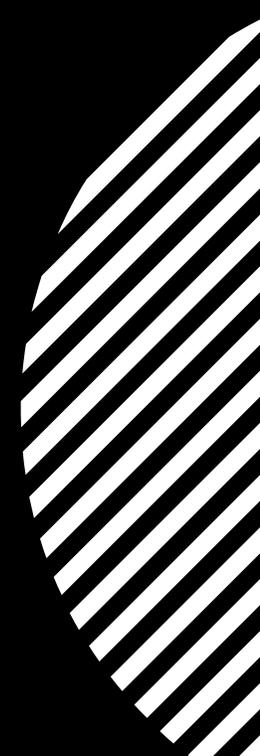
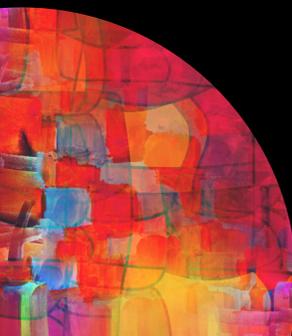
An introduction to my system that teaches you how to become an
Online Marketing PRO!

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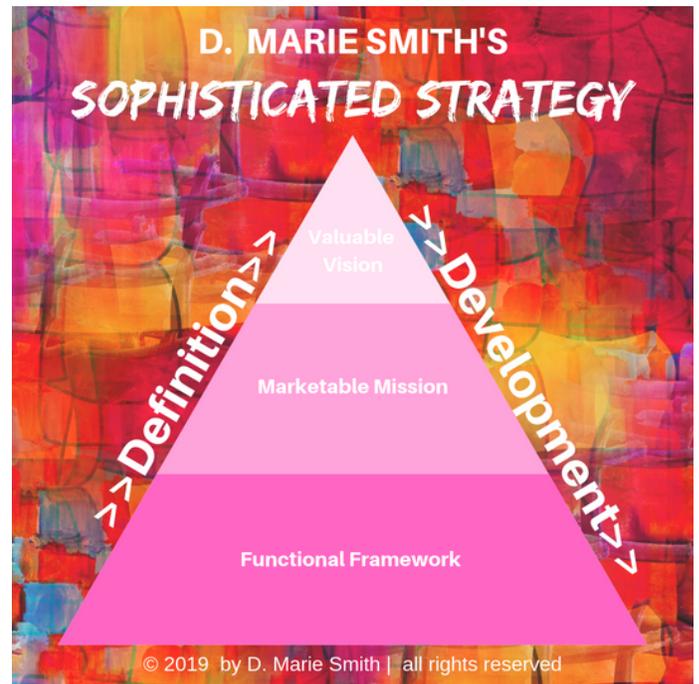
What is Sophisticated Strategy

OVERVIEW

D. Marie Smith's Sophisticated Strategy is defined as **a Functional Framework that brings your Marketable Mission to life and impacts the people you serve through a Valuable Vision.**

The goal of D. Marie Smith's Sophisticated Strategy Manual is to help you understand what my Sophisticated Strategy is and test the featured methods covered on your business or organization.

When looking at the definition of Sophisticated Strategy (highlighted in pink) vs the development of it (what this manual will help you do) you will see that the development component of my Sophisticated Strategy is a bottom up approach when compared to the definition which goes top down.



Building a Sophisticated Strategy for you business or organization has the power to help you streamline decision making processes and inform tactics that are designed to help you achieve goals, therefore, moving towards your Valuable Vision which is positioned at the top of your Sophisticated Strategy.

The subsequent pages are designed to help build thought starters for your Valuable Vision and Marketable Mission, while empowering you with information to work towards developing a Functional Framework for your business or organization. which will bring your Sophisticated Strategy to life. These key elements are core for your business or organization and will help distinguish you from others in your field.

Get ready to accelerate and position you business or organization for success!

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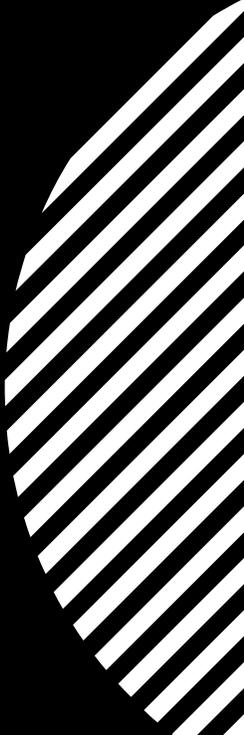
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Finding Your Valuable Vision, Marketable Mission & Functional Framework

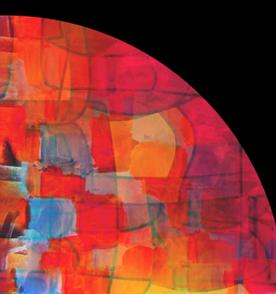
Three Action Steps to help develop your Sophisticated Strategy



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Vetting Your *Valuable Vision*

The concept of Valuable Vision is ideating the end goal of your business or organization and how it will impact the people you serve.

When documenting your Valuable Vision, use my *WHY/HOW*

Technique to help solidify:

1. **WHY** your business or organization exists
2. **HOW** you attract consumers to your offering

Your WHY and HOW should work together and have a level of coherence which ensures both are consistent with the value you provide to the industry. Once you have your *HOW/WHY Technique* skillfully integrated, you will be able to bring your Valuable Vision to life.

Valuable Vision Example

Let's breakdown D. Marie Smith's Valuable Vision to see how it fits into the *HOW/WHY Technique*. Feel free to use my Valuable Vision as a point of reference (don't imitate), as you work through the process of creating your own Valuable Vision.

*D. Marie Smith's
Valuable Vision*



“(WHY) Teach and educate motivated businesses and organizations with a growth mindset online marketing fundamentals (HOW) through a collection of online content that is easily accessible.”

As you can see, the Valuable Vision should meet the realistic need(s) of your consumers (*WHY*) whether they are aware of the need(s) or unaware of them. Additionally, your Valuable Vision should inspire you to fulfill the “*HOW*” to its potential. Your Valuable Vision is an aspirational, yet realistic goal for your business or organization and requires proof of achievement, over time.

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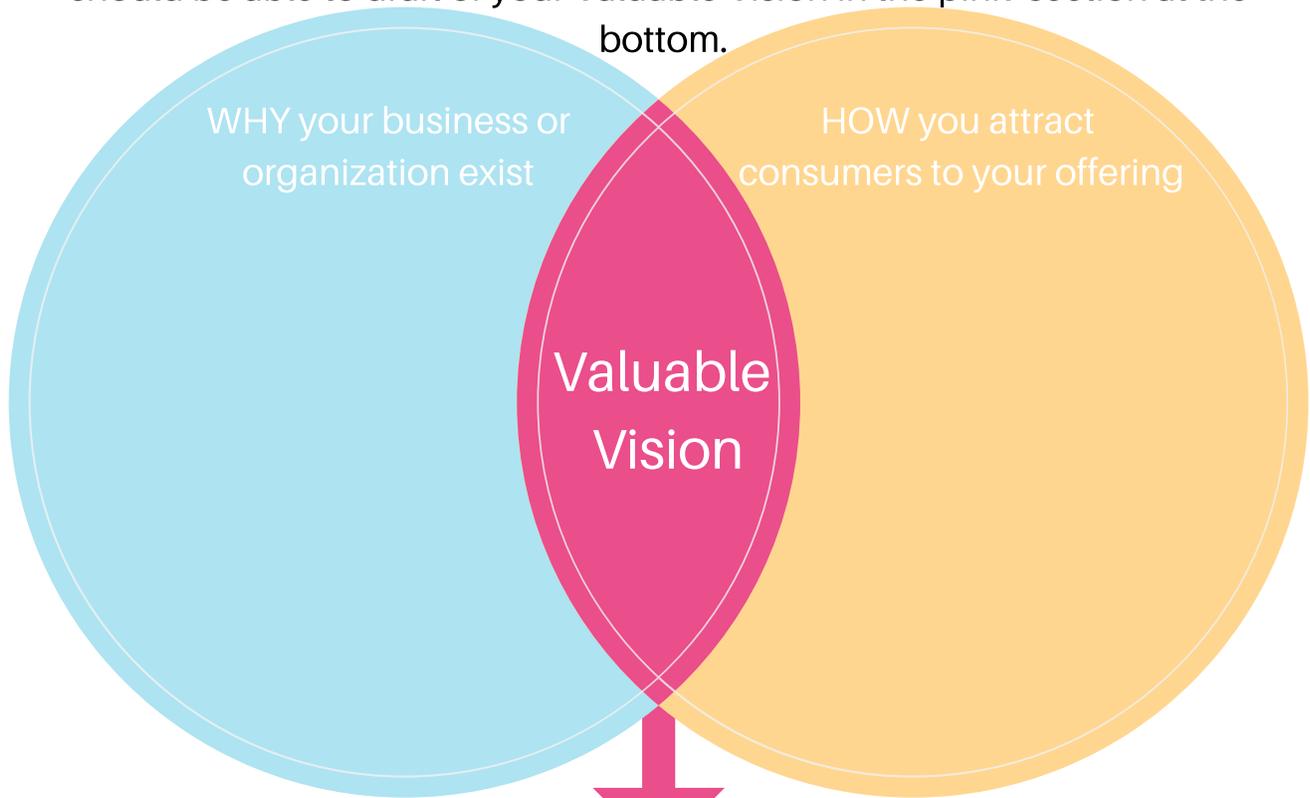


Achievement of your Valuable Vision will manifest and produce fruits from your labor, as you work to build the proper marketing and operational systems that help consumers.

As you work to define your Valuable Vision, the themes you incorporate into it will help add clarity to the additional components in your Sophisticated Strategy (Marketable Mission and Functional Framework) which are in the remaining pages of this manual.

Your *Valuable Vision* Workshop

Use the visual below to document keywords for your *WHY/HOW Technique* in the blue and orange circles. Once that is complete, you should be able to draft of your Valuable Vision in the pink section at the bottom.



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Mastering Your Marketable Mission

STEP 2

Once you have completed the process of creating your Valuable Vision, the next step is to package it into a Marketable Mission which utilizes the *WHO/WHAT Approach* to answers:

1. **WHO your consumer is**
2. **WHAT pain points/issues are you going to solve for them**

Your Marketable Mission should be a simple statement (high level and declarative in nature) that informs your consumer on what you will do for them. The Marketable Mission should align to your Valuable Vision, if not, go back to the drawing board as it is imperative for you to set yourself up for success from the start. Understanding WHO the consumer is and WHAT you are going to solve for them, places their needs at the forefront of the conversation which encourages higher engagement.

The consumer centric *WHO/WHAT Approach* prioritizes what you can do for them based on “their needs” vs. “your expertise”. To clarify, your expertise is extremely important, however, it is a secondary component of your Marketable Mission as it is a function of serving your consumers and their needs. As a best practice, your expertise should be clearly defined in your Valuable Vision and “WHAT” section of your Marketable Mission which helps consumers better understand your business or organization's capabilities.

Marketable Mission Example

*D. Marie Smith's
Marketable Mission*



“I help (WHO) motivated small businesses and organizations (WHAT) become online marketing pros.” -D. Marie Smith

D. Marie Smith's Marketable Mission seamlessly integrates the Consumer Centric WHO/WHAT Approach into a simple message which puts the consumer's needs

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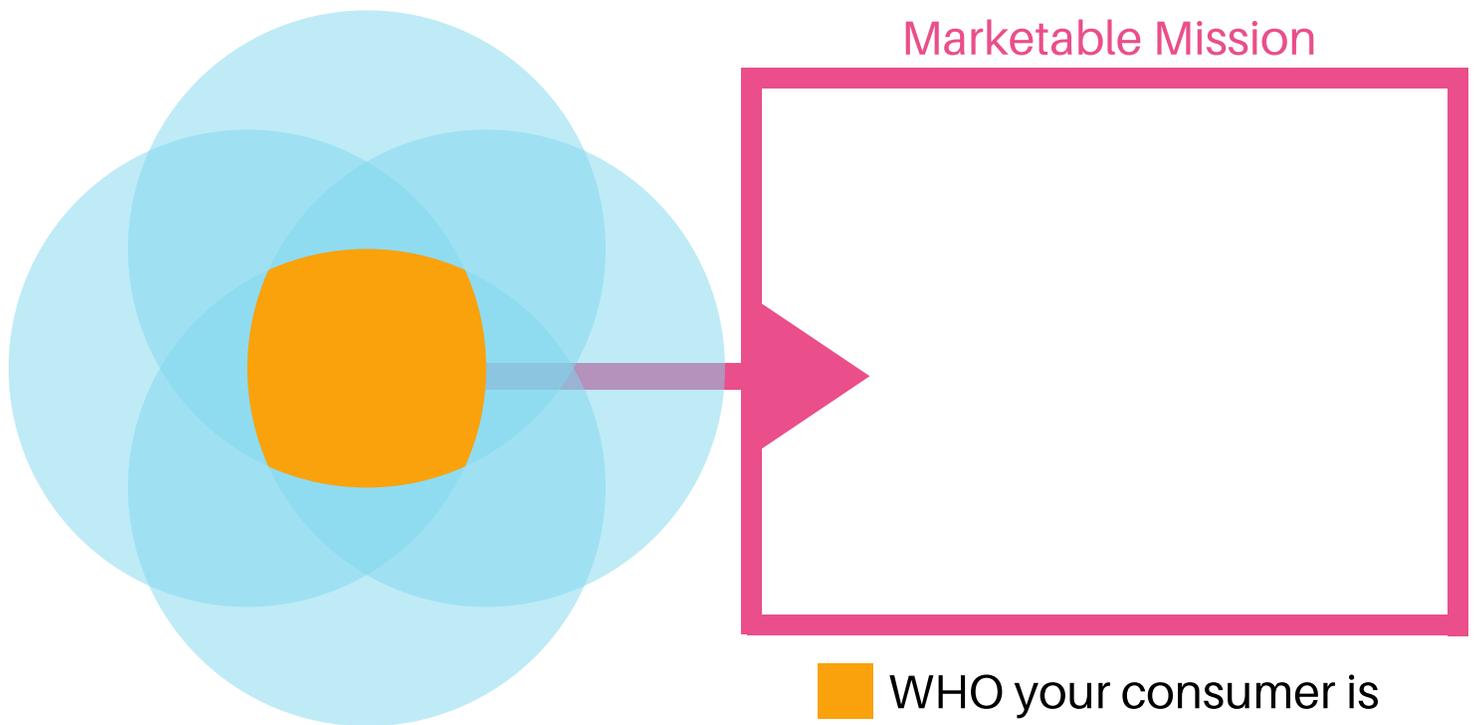
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first and communicates my expertise as a secondary function which meets the consumer's needs.



Your *Marketable Mission* Workshop

- Use the gold section of the illustration below to document the people your business or organization is designed to serve.
- List out 4 pain points/issues you are going to solve for them in the blue circles.
- Once the *WHO/WHAT Approach* exercise is complete, you should be able to document your marketable mission in the pink box.



-  WHO your consumer is
-  WHAT pain points or issues are you going to solve for them

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Functional Framework Foundation

STEP 3

The final step in creating a Sophisticated Strategy is to develop your Functional Framework. Developing your Functional Framework helps align your **WHEN/WHERE Process** which identifies:

- 1. WHEN you have authority to engage with consumers**
- 2. WHERE engagement to transaction activities occur**

As you work to build out your WHEN, ask yourself, "is there a niche or area where I can provide Thought Leadership, Gifts, Purpose, Ministry, Talents, Treasures, etc.?" As a best practice for success, root your Functional Framework in that niche or area of expertise as it will set you on a fast track to achieving your Valuable Vision and Marketable Mission due to your ability to:

1. Articulate topics and your value with unequivocal knowledge
2. Produce relevant content or real time responses, and
3. Be authentic in your communication.

The WHERE segment of your Functional Framework should help establish

1. The best way to communicate your Marketable Mission and,
2. Organize how you convert consumer to paying customers or advocates.

Functional Framework Concepts

After you go through the WHEN/WHERE Process, the next step is to identify which of the three Functional Framework concepts you should utilize or enhance for your business or organization.

- 1. Creative Content-** Tone of Voice , Visual Identity & Media Vehicles
- 2. Practical Processes-** Automate & Execute Like a Boss
- 3. Tailored Technology-** Personalize Digital Experiences for Effectiveness

The concepts should naturally build to your WHEN/WHERE Process and, when put into practice, complete your Sophisticated Strategy.

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Sophisticated Strategy Next Steps

TAKEAWAY

Creating your Sophisticated Strategy isn't going to happen overnight, but I have presented the said methods (*WHY/HOW Technique*, *WHO/WHAT Approach* and *WHEN/WHERE Process*) to help Identify your business' or organization's Valuable Vision, Marketable Mission and begin to think about your Functional Framework on a high level.

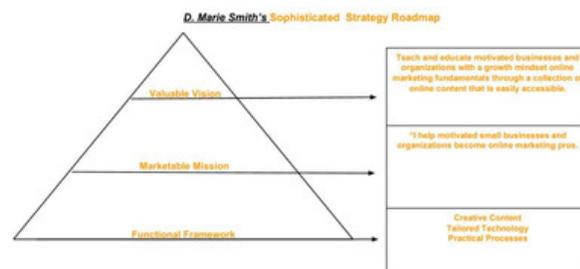
After going through the process of developing your Valuable Vision, Marketable Mission, and brainstorming your Functional Framework, challenge yourself to put your initial Sophisticated Strategy on paper. Do this by filling out the form using the link below. The form will prompt you to fill in details of your Sophisticated Strategy and generate your roadmap via email upon completion. You can use this Roadmap as a guide to help you become an Online Marketing Pro! Feel free to contact me to ask questions or learn more about my Sophisticated Strategy System at strategy@dmariesmith.com.

Your *Sophisticated Strategy* *Roadmap* Workshop

Step 1: FORM



Step 2: ROADMAP



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TO COMPLETE

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