

XO

# Turn Your Unique Solutions into Proprietary Materials

Frameworks • Workshops • Trainings

Keynotes • Online Content

## Inside this Guide:



Measure the quality of your content.



Define what charging a premium price means to you.



Determine if your audience is ready to buy.



One Coach/Consultant's Story



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Dear Coach/Consultant,

You've been doing this important work long enough to know your value and who you should be serving. You have your own unique viewpoints and ways of guiding clients. Once a prospect knows you and sees you in action, it's an easy sell. But, getting them to the door is getting harder and harder.

It's tough to cut through all of the clutter so that you get noticed by those you want to serve.

It's time to upgrade. When your business and the products/ services you offer look polished and professional, your credibility and authority skyrockets.

Use this guide to start to imagine what it would look like if you could turn your unique perspective and solutions into polished and professional frameworks, workshops, trainings, keynotes, online content, and more.

When you are ready for a partner to guide you in this process and help you turn your content into sellable materials, we'd love to do this work with you!

Casey Fuerst, CEO

Tic Tac Toe Marketing

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**As you think about what your proprietary content might be focused on, consider the following questions:**

What are the consistent problems I see my clients face?

When I guide them in solving these problems, what are the solutions I repeatedly offer?

Are these solutions unique to me and my brand?  yes  no

If yes, how?

If no, is there a unique twist I can put on the solution to make it my own?

Do I have clients who are using my solutions see powerful results? If so, what are they?

Do my marketing materials and the materials I use to deliver/ share my solutions reflect the level of professionalism and polish that I want?  yes  no

If no, what is necessary to get them to the level I desire?

Am I selling my products/services at a premium price point?  yes  no

If no, what is my premium price point and what will it take for me to sell them at this level?

Do I have a pipeline of prospects that would buy content that shares my unique perspective?  yes  no

If no, what stands in the way of getting this pipeline?

If yes, what format would they value the most:

- Workshop
- Online course
- Training
- Keynote
- Webinar
- Online content
- Other \_\_\_\_\_

Are my solutions unique/powerful enough to get in front of the audiences I want to serve as an expert/resource (example: workshops at conferences, podcasts, etc.)?

## A CASE STUDY: Afila Group

tic tac toe  
MARKETING



## The Problem

Erik Beckler had established a reputation as a coach, speaker and author. His content was solid and unique. However, it was scattered and not ready to sell as a workshop. He wanted to package it in a way that allowed him to charge more, look more polished, and attract attention.

## The Solution

Erik needed new company branding, and a packaged workshop that he could sell to corporations, teams, and nonprofits. The content he was already using was repackaged to create a 1/2 day workshop that was ready to sell and easy to repeat. We also created promotional materials for him to use in creating interest.

# New Materials

- New Company Logo and Style Guide
- Workshop promotional flier
- Workshop website landing page
- Custom Graphics
- Workshop Workbook
- Workshop Powerpoint Deck
- Branding and messaging guide

**“Casey did a great job refreshing my logo and helping me crystalize my workshop message and process. I’ll be able to serve clients more effectively.”**

- Erik Beckler



LevelUP

Turning Your Coaching Solutions into Polished/Professional Tools

## Here's How it Works:

**1**

Download your brain  
– Casey will guide you in capturing the key components of specific tools and resources that you use repeatedly.

**2**

Casey and her team will create powerful, branded tools for you to use with clients — powerpoint decks, workbooks, activities, online courses, posters, custom graphics, etc.

**3**

With your new tools and resources, you will be able to better serve your current clients, attract more clients, and scale your business.

**SET UP A CALL!**



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