



YOUR SCALABLE MARKETING MACHINE

WORKBOOK

Increase Revenue And Get Back Your Time by Following
This Proven Sales and Marketing Growth System

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VENTURES

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W E L C O M E

Hi There!

Thank you for joining me in the "Build Your Scalable Marketing Machine" workshop. We are now embarking on the next step, which is to begin the practices and systems needed to grow a Scalable Marketing Machine for your own business.

Inside this workbook, you'll discover a handful of templates that mirror the exact exercises we covered inside the workshop. If you find you need help filling this out and taking your business to the next level, be sure to check out the Sales and Marketing Growth Accelerator at ugliventures.com/accelerator

I suggest you jump in right now, while you have momentum from the workshop.

Doing high-level strategic work for your business is an essential part of growth. Unfortunately, we can get easily distracted by the day-to-day operations-- putting the most important tasks off. Don't do that. Make the commitment to yourself to dive in and get it done.

You won't regret it!

Victoria Hajar

ABOUT ME

Behind every successful founder, there is a special number two. As a Fractional CMO for growth startups and scaleups, I have been many founders' right-hand lady to organize and systemize marketing.

Let me show you the Playbooks I've used to grow multiple businesses from 6 to 7 figures. and beyond.



BRAND ELEVATION STRATEGY

Create your brand hero story to captivate your target audience and connect with their deepest desires.



A **CHARACTER** who wants something encounters a **PROBLEM** before they can get it.

At the peak of their despair, a **GUIDE** steps into their lives gives them a **PLAN** and **CALLS THEM TO ACTION**.

That **ACTION** helps them avoid **FAILURE** and ends in **SUCCESS**.

What problem do you solve and how do you solve it?

Be as concise as possible. Share an "elevator pitch" here.

01 Describe your **CHARACTER**. What do they want as it relates to your product or service?

02 Describe the **PROBLEM**. What does your character believe the problem to be? See it through their eyes.

03 Your brand is the **GUIDE**. Explain why. What authority do you have to guide your character? Have you been in their shoes?

04 Your product/service is the **PLAN**. What process do they go through to overcome their problem?

05 What is your **CALL TO ACTION**? How do we get our character to move forward?

06 Describe what **SUCCESS** looks like for your character.

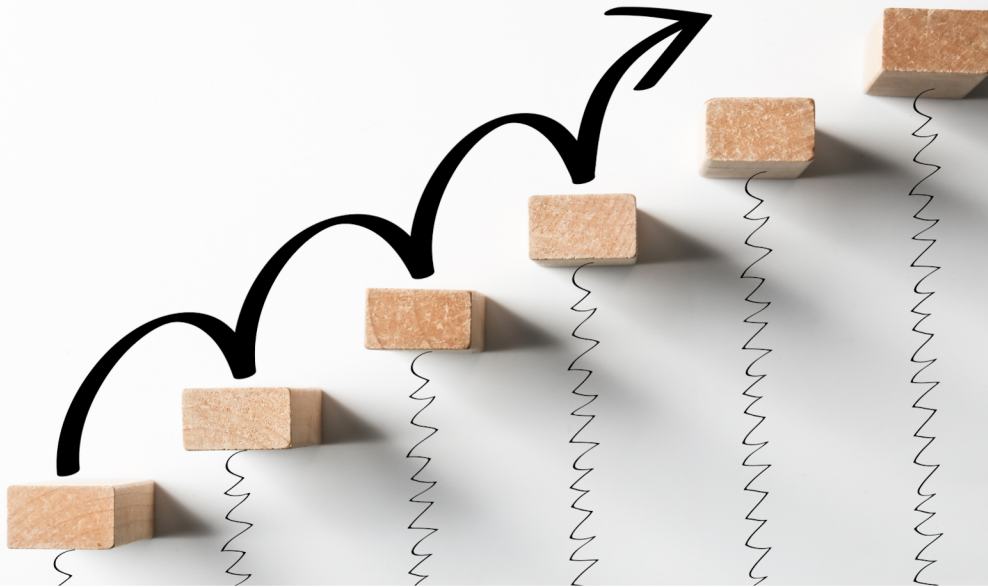
07 Describe what **FAILURE** looks like for your character.



Summarize your character's transformation.

MARKETING GROWTH STRATEGY

Here are the 6-stages of the 24/7 Marketing Flywheel. Each step represents a stage in your client's journey.



24/7 Marketing Flywheel



AWARE

1



ENGAGE

2



NURTURE

3



INVITE



DELIGHT



ADVOCATE

24/7 Marketing Flywheel

1. **ATTRACT:** How are you attracting new prospects?
2. **ENGAGE:** What lead magnets are you sharing in exchange for an email address-- so you can continue the relationship?
3. **NURTURE:** Are you using social, podcasting, video, and/or email to build the like, know, and trust factor with prospects? Explain.
4. **INVITE:** How are you asking prospects to take the next step and make a purchase or book a sales call/demo?
5. **DELIGHT:** In what ways are you ensuring that every customer has an outstanding experience with your service/product?
6. **ADVOCATE:** Are you collecting testimonials and reviews? Creating case studies? Have an affiliate program? List ways you are regenerating your flywheel with word-of-mouth marketing.

AWARE	
ENGAGE	
NURUTRE	
INVITE	
DELIGHT	
ADVOCATE	

BUILDING YOUR DREAM TEAM

In order to get to the next level in your business, we need to think strategically about your team.



How to Build an Effective Marketing Team

The first step is to understand what you truly need. For this, we are going to go right back to the 24/7 Marketing Flywheel. Remember that in marketing we aren't executing anything that does not contribute to your flywheel.

Think: What do I need to accomplish to create a full, thriving flywheel?

Understand where the gaps are. Then, create quick descriptions for the role that would fill those gaps.

For example, if you need to enhance your Aware strategy and decide to start running ads on TikTok, then you'd need to find an experienced TikTok Ad manager. Someone who can create and manage the ads for you. Maybe this person exists on your team already, or maybe you need to outsource this project, either way, get crystal clear on what you need and who will help you execute it.

24/7 Marketing Flywheel	Tasks	Who is Responsible?
AWARE		
ENGAGE		
NURTURE		
INVITE		
DELIGHT		
ADVOCATE		

GROWTH LEADERSHIP

The key to fostering a productive team is for you to confidently step into the role of CEO and leader.



Leadership Meeting Cadence

1

Quarterly
Planning &
Review

2

Weekly
Marketing
Meeting

3

Monthly Team
1:1's

WEEKLY MARKETING MEETING

Date:

Time:

Section	Action	Time
Culture Building	<ul style="list-style-type: none"> Wins 	5 min
Review Performance Metrics	<ul style="list-style-type: none"> Look at Marketing Scorecard Have team members present the metrics relevant to the tasks they execute. 	5 min
Review Quarterly Goals	<ul style="list-style-type: none"> Look over your Quarterly Goals. Have team member give status updates on the goals they are working on. 	5 min
Discussions	<ul style="list-style-type: none"> Use the rest of the time to connect and lend support. Discussions is a space for collaboration, brainstorming, and getting people unstuck. 	30 min

Additional Meetings:

Quarterly Planning: This meeting should involve your whole team. The purpose is to develop the 3-5 core goals to work on together over the quarter.

Monthly Team 1:1s: This meeting is for connection and support. It is not a working meeting. Typically this is no longer than 30 minutes.

Want help doing this?

Join the Sales and Marketing Growth Accelerator

A proven, done-with-you scalable marketing system to increase your sales. Relieve the stress you feel trying to do everything on your own, and tip the scales to get to your most profitable year ever.

Work together with me for one year and we will:

1. Transform your Brand into one that Gets People Talking
2. Create a Marketing Strategy that Pulls on your Biggest Growth Levers
3. Surround yourself with a supportive, results-driven marketing team (at any budget)
4. Make Data-Driven decisions that Lead your Marketing Team to Unthinkable Heights

Through a series of sprints, workshops, and group coaching—you will learn together inside a supportive community of women who are just as motivated and ambitious as you.

100% Satisfaction Guarantee

The best part is that we are so committed to this program that we guarantee that it will help you make this massive revenue shift - and get a minimum of 3x return on your investment in the program. And if not, we will work with you for free until you get there. No risk!

LEARN MORE HERE
ugliventures.com/accelerator