



# The 5D Framework

More Success in Business with Better Marketing



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Dear Business Owner,

Thank you for requesting your free copy of the Fortissimo Marketing 5D Framework!

If you're reading this, your major concerns would obviously be revolving around how to grow your business. You're looking for the best ways in which to reach your target market, and ultimately, increase your business' revenue.

This guide has been written to take you through the strategic framework we use for our clients here at Fortissimo Marketing: the "5D Framework". We apply this framework when consulting with our clients and help them put an actionable marketing plan in place that will systematically help them achieve their goals for business growth with marketing.

We've found it works really well and naturally, we use the 5D Framework in our own strategic planning, too!

We know this framework will be valuable to your business as long as it is actually implemented. As you most likely already know, the best theoretical work is absolutely useless unless acted upon!

We hope you enjoy this eBook and wish you the greatest success for you and your business' future!

With best regards,

*Doreen François*

Managing Director/Head Marketing Strategist  
**Fortissimo Marketing**

P.S.: If you'd like us help you with this process, we do have options available for how we can work together with you. After all, working with business owners on their marketing strategies is our specialty and what we love doing most!

To book in for a chat, simply select a suitable time at [www.calendly.com/fortissimo](http://www.calendly.com/fortissimo) and we will give you a call – 100% obligation-free, of course!

P.P.S.: Join our online community in our FREE Facebook group [here](#).

# The Fortissimo Marketing 5D Framework

*More Success in Business with Marketing*

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# Step 1: Define

This is by far the most important step, so please don't gloss over it!

Do yourself and your business a favour and put in the effort to work through this thoroughly because as a result, you'll have a solid foundation that will help you make better-educated marketing decisions for your business.

You'll also avoid wasting your precious marketing dollars on strategies that don't work for you!

## 1.1. Understanding Your Business

This is an important place to start that forms the basis of any marketing plan. Without a clear idea of where your business is at right now, measuring the results from your marketing activities will be, at best, vague guess-work, and you won't know what activities are working for you.

It's so easy for us to get all technical in answering these questions, because we are so used to our respective fields and industries, but often the person we're speaking to has no idea what we're talking about!

To make things as clear as possible for yourself and anyone you will be talking to, answer these questions in words that a layperson would be able to understand, avoid any fancy jargon, and really keep it as simple as possible.

What industry are you in? \_\_\_\_\_

What is your current annual revenue? \_\_\_\_\_

What is happening in your business right now? \_\_\_\_\_

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## 1.2. Your Products & Services

Define your business' products and services. Make a list of all of them.

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Once you're done, select the 1-2 products or services that are the most important to you and your business.

When making your selection, you could consider it in terms of the revenue they bring in, or even keep it as simple as what you are best at or enjoy doing the most – after all, isn't that why you got into business in the first place?

Don't be afraid to narrow your focus – it's too easy to fall into the trap of keeping your offerings broad and always promoting EVERYTHING you do, rather than zeroing in on one area at a time. This can cause your prospects to become confused and not make a buying decision at all, because consumer psychology tells us that a confused mind always says "no".

What are the 1-2 offerings you're going to focus on (at least for now)?

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### 1.3. Objectives/Goals

Take a look at your current situation and define your goals. This might sound a bit cliché but it's such an important step! Start with your long-term goals and reverse-engineer them back to break them down into short term goals.

Make them specific so that you know exactly what it will look like when you achieve them.

Goals are important to your business because they remind you of where you want to be by a certain point in time, therefore triggering you to realise what needs to be done today, to make sure you're on track.

If you don't set specific goals, you have nothing to work towards, and without clarity of where you want to go (and why!), you won't be able to put a plan in place that will get you there.

What do you want your business to achieve over the next 5 years/3 years/12 months/6 months, and in the next quarter/month?

**5 Years:**

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**3 Years:**

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**12 Months:**

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**6 Months:**

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**3 Months:**

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**1 Month:**

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What is 1 action you can take each day that will move you closer to each goal over time?

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## 1.4. Identifying Your Ideal Client

Who are you talking to?

What kind of person do you like working with?

It's really critical to understand who your target market is, and your ideal client (aka Dream Client). You need to know who is most likely to buy your product or service, because this helps you create an appealing marketing message that will resonate with that particular type of person.

Keep in mind the 1-2 products/services you have decided to focus your efforts on.

For example, is the person most likely to buy your product male or female? What is their age? Where do they live/work? What sort of job do they have? What is their approximate annual income? Their relationship status? How do they spend their free time? Are they buying your product/service for themselves or someone else?

These questions might sound irrelevant but the clearer you can get on whom you're actually targeting, the better your marketing message will end up resonating with them and the more likely they will be to buy from you – because you are speaking THEIR LANGUAGE.

Go as far as visualising your ideal client and giving him or her a name – this will complete the picture for you!

When you're putting together any promotional materials for your business, always go back to your Ideal Client, put yourself in their shoes and experience for yourself how they perceive your offering.

Ideal Client Avatar:

Male or female? \_\_\_\_\_

Age? \_\_\_\_\_

Where do they live? \_\_\_\_\_

Where do they work? \_\_\_\_\_

What is their job title? \_\_\_\_\_

Annual income? \_\_\_\_\_

Relationship status? \_\_\_\_\_

Are they buying your product/service for themselves or someone else?

\_\_\_\_\_

What are their interests/hobbies? \_\_\_\_\_

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Additional thoughts: \_\_\_\_\_

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## 1.5. Your Unique Selling Proposition (USP)

Now you know where you stand in your specific market and whom you're talking to.

So now the big question:

Why should a prospect buy from YOU?

What makes you unique? How are you different? What can you offer your prospect that nobody else can?

This is your promise to the customer, your Unique Selling Proposition (USP) and you absolutely have to have one, because this will form the basis of your marketing message to your target market.

Try and keep it to one succinct sentence.

Example: FedEx Corporation – “When it absolutely, positively has to be there overnight”

How do you help your clients that is different to what your competitors do?

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## Step 2: Discover

The second “D” in the 5D Framework stands for “Discover”. In this step, you dive deeper into your Ideal Client's mind and really imagine yourself in their situation.

Through this, you will be able to gain an understanding of what really matters to them and find ways in which you can educate them on how your products or services will be able to help them.

What are 3 problems your Ideal Client faces?

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_

How does your product or service help them solve these problems?

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_

### 2.1. Things Your Prospects Need to Know

Once prospects recognise that they have a need for something and make the decision to buy, they naturally research and weigh up their options. Often, however, they don't actually know all there is to know about any given industry, and they base their decisions around what they think they know is important.

In other words, they don't actually know what they don't know.

Being an expert in your field of work, however, you would know a lot more than what your prospect does, and you can use this to educate your prospect on everything they need to know in order to be able to make an informed, intelligent buying decision.

What are some things your prospects need to know about selecting the best product or service FOR THEM in your industry?

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Are there any unethical practices being used by some people in your industry that they should be aware of?

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## 2.2. How Can You Be Their Hero?

With the information you have just compiled, brainstorm some ideas of how you could make this information available to your prospects.

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## Step 3: Design

Step 3 in the 5D Framework is "Design". In this step, you set up all the tools you need and create assets to help you generate more leads.

This is essentially background work at this stage, however it is vital to get your assets ready in a systematic way before putting them to use, because they often interlink with one another and together can form a powerful, integrated marketing mix for your business.

### 3.1. Your Irresistible Offer

Develop a special offer for new clients based on the 1-2 products you decided were going to be your focus for now. You now know exactly who you're talking to, what your ideal client looks like, and what keeps them awake at night with worry.

Based on all these insights, create an offer that would really appeal to this person and offer them real value, and that would generously demonstrate the quality of your products/services.

Consider different variations of offers, including "buy more, get more for less", discounts, gift with purchase or other value-creating options, but remember to

ALWAYS keep your Ideal Client in mind – what would really appeal to THEM in a way that buying your product or service would be a no-brainer? (Also, don't fall into the trap of thinking it's all about the price... In a lot of cases you could actually be doing yourself a disservice by offering discounts!)

Also keep in mind your client's lifetime value to your business – don't just look at the value of the first sale because most likely, if they're happy with you, they could come back repeatedly.

How much does your client spend with you on average in a single transaction?

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How many times do they typically buy from you?

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Based on this, how much is your average client worth to you in total?  
(Multiply average spend by average amount of transactions)

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With this information now, do you see why it's important to keep the bigger picture in mind, rather than just focusing on that next sale?

So, what is your "Godfather Offer", that your Ideal Client prospect would be silly not to take you up on?!

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### 3.2. Risk Reversal

Risk reversal is an extension of your irresistible offer. With risk reversal, what you are doing is making it even easier for your prospect to buy from you, because you are significantly reducing the perceived risk that they face in making the purchase.

Ways in which you can do this include offering money back guarantees on your work for a period of time, free trials, etc.

How will you reduce your prospects' perceived risk and help them make their decision to buy from you, easier?

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### 3.4. Educational Gated Assets (aka Lead Magnets)

With the information you brainstormed in Step 2: Discover, you would already be well-equipped to develop a gated asset (also known as a "lead magnet") for your website. Gated assets are digital files that prospects can download from your website or request to have sent to them in an email, in exchange for their email address.

The purpose of having at least one gated asset (consumer awareness guide, whitepaper, how-to guide, etc.) is to enable you to demonstrate your expertise and continuously grow your list of prospects that you can then continue to nurture and sell to, over time.

With this in mind, what kind of gated asset could you produce that your Ideal Client would find valuable and be willing to give you their details for?

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As a next step, make it a priority to produce this document so you have it ready for when you are ready to promote it and generate leads.

## Step 4: Develop

In this step, you will develop a proper marketing plan, identifying the most pragmatic avenues to use in order to reach your Ideal Client prospects.

### 4.1. Selecting the Right Marketing Channels

Here you are looking to find the most appropriate distribution channels for your marketing message.

Think of your Ideal Client that you defined earlier. Based on this, where is this person likely to spend their time?

Are they likely to be on social media (if so, which platforms?), or would they be more inclined to read a newspaper? Or do they spend a lot of time driving in the car, listening to the radio? Which station? What about TV?

Would they be interested in the products for themselves or for their work?

Essentially: where and how would they be receptive to hearing your marketing message?

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Obviously, cost will play a role here too, and you will most likely already have a good grasp on what sort of money you can and want to spend.

For example, if you're a small business just starting out, a \$20,000 radio advertising campaign might not quite be in the budget, so work with what you can while keeping in mind the value your customer will bring to your business.

Which forms of media/advertising make sense for you focus on for now?

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## 4.2. Strategic Marketing Campaigns

Now you'll start mapping out your plan but take a slight step back first.

In light of the work you did in Step 1 (Discover) – how does your current marketing presence measure up?

Are the products/services you've decided to focus on properly (and clearly) presented on your current website/flyers/social media?

How about your Ideal Client – does the tone in which you're presenting yourself speak to them, or are you realising you may need to change things up a bit to find the right message to convey?

Is there anything you can see you may need to adjust?

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These are very important points, but in saying that, they're not your immediate priorities to address right now, so just park them up for a moment.

Next, look at your previously mentioned 1-2 products/services you've decided to focus on.

How can you promote those products/services and your "Godfather Offer" to your Ideal Client?

This will obviously vary from business to business, but in essence what you want to do is see what channels you can use to convey your offer in the most efficient way to your target market.

Consider different forms of advertising, in person marketing/selling, events/expos/other networking opportunities, regular newsletters, etc.

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Once you decide on which elements you will incorporate into your plan, map out your next 12 months.

For example, you might choose to post on social media 3 times per week while running a paid promotional ad campaign and emailing a newsletter out to your database once a month.

The aim here is to decide on what you're going to do and when you want to do them. While doing this, also think about timing – at what times during the year would it make sense to run sales-driving campaigns? Christmas? Financial Year End?

Again, this comes down to knowing your Ideal Client and what would best appeal to them.

# 12 Month Marketing Plan – Overview

Month 1: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 2: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 3: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 4: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 5: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 6: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 7: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 8: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 9: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 10: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 11: \_\_\_\_\_ Focus: \_\_\_\_\_

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Month 12: \_\_\_\_\_ Focus: \_\_\_\_\_

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## Step 5: Deploy

This step might sound overly simplistic because essentially, it's just about putting your plan into action and making sure it actually gets implemented.

Nevertheless, it's a crucial step, and one that will guarantee you get the results you're after, hence why it forms part of the 5D Framework.

Working through the previous steps alone will not get you the results you're after, because the best laid out plans are worthless if we don't action them!

### 5.1. Getting It Done

So, knowing that you're a business owner and inherently busy with "not enough hours in the day", think about how you can make sure your plan gets executed... Will you be doing this yourself or outsourcing it to a team member or third party? If you are implementing it yourself, how will you manage your time to make sure you deliver on your own promise to your business (and yourself)?

How will you ensure your marketing plan will be actioned?

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We've found it to be extremely productive to set aside a certain amount of time at a set time every day, to make sure we follow through on our own plan. This is usually first thing in the morning, however of course this would vary from business to business, so just try a few different options and see what works best for you.

As with anything, consistency is the key!

### 5.2. Scheduling & Automation

There are ways in which you can leverage your time, so you don't have to constantly think about your marketing activities.

Some examples:

Platforms such as Hootsuite will let you schedule a number of social media posts in advance for free and email platforms such as Mailchimp will allow you to schedule newsletters in advance.

You can develop automated email follow-up sequences to help you stay in touch with prospects that downloaded your gated asset, so that when they are ready to buy, you will still be top of mind.

As much as you can, try to develop automated systems with email, SMS etc. This will enable your lead generation activities to run on autopilot while you get back to what you're best at!

## Final Thoughts

### Analysing the Results

When implementing any form of marketing activity, it is incredibly important to measure your results, to identify what's working and what isn't. If you continuously throw money at any given medium without tracking whether or not people are responding to it (and converting into sales) you are absolutely wasting your money! In essence, your marketing activities should be paying for themselves in the Return on Investment (ROI) that comes through sales conversions.

### Refining Your Strategy

The key to successfully marketing your business is to continuously test and measure different approaches. For example, if your social media ad isn't converting, try a different call to action, or a different image, or perhaps take a look at the ad copy itself.

Again, when doing this, always keep your ideal client in mind and look at your marketing activities from their perspective to understand how they would perceive your messaging.

Review your results regularly to make sure you stay on track with your overall goals and refine your marketing strategy and activities as you go.

# Contact

If you'd like to discuss your business' marketing requirements, please don't hesitate to get in touch, we'd love to hear from you!

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