

JANUARY 2024  
CLUB

Toolkit

CRAFTING YOUR MARKETING  
FOCUS: HARNESSING THE  
POWER OF THEMES



# Toolkit

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# THE ROLE OF THEMES IN MARKETING



In the dynamic world of marketing, themes are not just creative flourishes; they are strategic tools that shape and guide your campaigns. Think of them as the narrative threads that weave through your marketing efforts, creating a cohesive and compelling story that speaks directly to your customers. In this workbook, we have provided some exercises that you can follow to gain clarity on your themes. These are meant to be repeated and revisited as many times as you need them.

## *Main Theme and Subthemes*

1. **Main Themes:** These are the overarching narratives that set the tone for your marketing activities over a more extended period, such as a month, quarter, or even a year. A main theme is broad, encompassing a general concept or value that resonates with your ideal customer. This overarching theme serves as an umbrella under which all your marketing efforts align.
1. **Subthemes:** While main themes set the stage, subthemes add depth and detail. These are more specific, often focusing on aspects of the main theme. They are tailored to address the nuanced interests and needs of your customer base.

Amy Matthews



# QUESTIONS FOR AMY

Jot down those things that are sticking points for you, questions you need help with and want to ask Amy during the Q&A call, and those things you need to post in the VIP Club Community to get answers now!

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A series of 24 horizontal lines for writing or drawing.

# KNOWING YOUR CUSTOMER

## Why Knowing Your Customer Matters

Understanding your audience is essential in effective marketing. Through creating detailed customer personas, identifying their specific challenges and aspirations, and mapping out their pain points, you gain invaluable insights. Take a moment and review key elements about who your ideal customer is and why they buy. To go more in-depth, make sure to complete the **Market Like You Mean it Course**

**Demographics:** Factors like age, gender, profession, and education level can influence how your audience prefers to receive information.

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**Psychographics:** Factors like values, interests, and lifestyle are equally important.

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**Pain Points:** At their core they are the needs and wants that influence the purchase.

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**Location:** This is about where you can find them. Social media, networking, excetra.

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# MAIN THEMES

Now that you have completed your audience insight gathering, it's time to move into the brainstorming phase. This step is crucial in developing main themes that are not only creative but also deeply aligned with your audience's interests and preferences.

Objective: To generate a diverse and resonant set of main themes for your marketing campaigns based on the insights about your target audience.

## What are three Pain Points that you want to focus your themes on?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Once you've identified the pain points, the next step is to develop solutions-oriented themes that directly address these challenges. This involves a creative process where you translate the pain points into positive, actionable messages. These messages can be in the form of questions.

For instance, if a major pain point is the need for more efficient solutions in a fast-paced world, a theme like "Innovating for Efficiency" could be highly effective.

This requires a blend of creativity and strategic thinking, where you acknowledge the pain points and position your brand as a provider of valuable solutions. The goal is to craft themes that resonate with the audience's current struggles and offer them a vision of ease, improvement, or success that your brand can help them achieve.

## What solutions do you offer for each Pain Point you identified above?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# MAIN THEMES

Transforming solutions into compelling theme statements is a crucial step in shaping your marketing narrative. Here's a structured approach to crafting these statements:

**Highlight the Solution:** Begin by succinctly stating the solution your product or service offers. For instance, if your solution is about enhancing productivity, your theme statement might start with "Boosting Productivity..."

**Connect with the Audience's Desire:** Link the solution directly to what your audience desires or lacks. Continuing the example, you could expand to "Boosting Productivity for the Time-Strapped Professional."

**Emphasize the Outcome:** Clearly articulate the positive outcome your audience can expect. This could be an emotion, a physical result, or an improved state of being. So, the theme statement might become "Boosting Productivity for the Time-Strapped Professional: Achieve More with Less Stress."

**Incorporate Your Brand's Unique Angle:** Finally, infuse the theme statement with your brand's unique perspective or value proposition. This turns a generic statement into something that is unmistakably associated with your brand. The final theme statement could be, "Elevate with Efficiency: Achieve More with Less Stress, Powered by [Your Brand]."

By following these steps, your theme statements will not only address the core solutions your brand offers but also resonate emotionally with your audience, align with their desires, and clearly communicate the unique value your brand brings to the table.

**Restate your solutions into theme statements highlighting the solution, connecting their need, emphasizing the outcome, and incorporating your brand's unique angle.**

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_



# SUB THEMES

Subthemes are your opportunity to go deeper and make your case, so to speak, with your audience by transforming your overarching marketing themes into specific, targeted narratives that resonate with your audience.

Dissecting your main theme into subthemes allows you to explore the theme's various facets in-depth, providing your audience with a comprehensive understanding of the topic without overwhelming them. For example, if your main theme is “Sustainable Living,” subthemes could include “Eco-Friendly Home Products,” “Sustainable Eating Habits,” and “Green Transportation Solutions.”

Each subtheme allows you to delve into specific areas, offering your audience detailed insights and practical tips. This targeted approach not only keeps your content focused and relevant but also helps build a deeper connection with your audience.

**What are three subthemes that build on the first theme you identified on the previous page?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What are three subthemes that build on the second theme you identified on the previous page?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What are three subthemes that build on the third theme you identified on the previous page?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# IMAGERY FOR THEMES

Visual content is a potent tool in the marketing arsenal. In a world where digital consumers are bombarded with information, a well-chosen image can capture attention, evoke emotions, and make your message memorable. Just like a carefully crafted narrative, imagery can tell a story, provoke thought, or inspire action. It transcends language barriers and can communicate complex messages in a matter of seconds.

## Theme-Aligned Imagery Selection Activity

**Objective:** Choose images that align with and enhance your themes.

**Action:** List one key visual element for each theme on page nine.

### Visuals For Theme One

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Visuals For Theme Two

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Visuals For Theme Three

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Future Exercise: Use stock photo websites (like Adobe Stock and Shutterstock) to find images that embody these elements. Focus on finding images that visually represent the core of your theme.

# YOUR THOUGHTS:

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# Don't Miss

I can't wait to answer your questions and help give you clarity.

When: January 25, 2024  
10:00 - 11:00 am EST

What: Shattering Expectations Club Q&A

How: [Log on to the meeting using this link.](#)

Amy will spend a few minutes of review and then it is all about you, your questions, and boosting your marketing through the power of the club.

