THE
ELITE METHOD
TOOLKIT

A DIY GUIDE TO PSYCHOLOGY-DRIVEN
MARKETING STRATEGY

CORNELL
CONTENT MARKETING

HOW TO USE YOUR

ELITE METHOD TOOLKIT

ACCESS THE TOOLKIT TEMPLATE AND MAKE AN EDITABLE
COPY FOR YOURSELF BY CLICKING FILE ➞ MAKE A COPY

ACCESS YOUR TOOLKIT

STEP 1: EXAMINE

TOOL #1: CONTENT AUDIT

Using the "Content Audit" tool on the second tab of this toolkit,
catalog all of the content you already have for your brand. Map
your content to the sales funnel, which aligns with the "Stages of
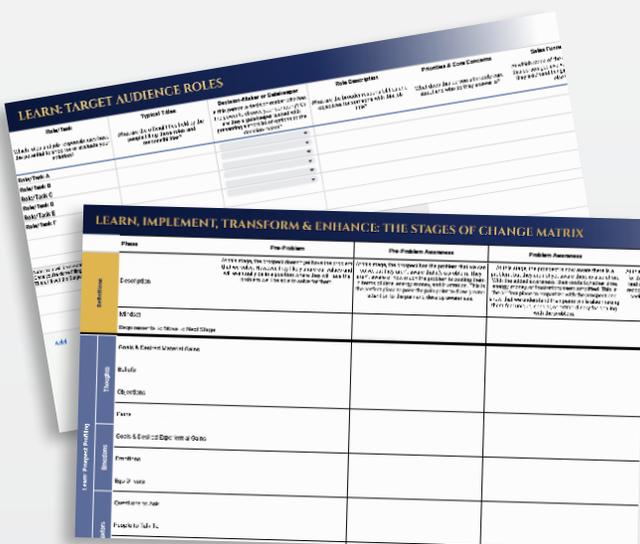Change Matrix" you'll use in Step 3.

CONTENT AUDIT TUTORIAL

STEP 2: LEARN

TOOL #2: TARGET AUDIENCE ROLES
TOOL #3: STAGES OF CHANGE MATRIX

Using the "Target Audience Roles" tool on the third tab of this
toolkit, **determine which roles and job titles serve as your
decision-makers and gatekeepers**. Exercise empathy to get to
know the responsibilities, objectives, cares, and relationships
these people live with every day.

Choose your most valuable role — the role that is most likely
to be interested in your offer and who is the most accessible
and lucrative. This person may be a decision-maker or a
gatekeeper. Using the "Learn" segment of the "Stages of
Change Matrix" for that one role, **consider the mindset of
that person at each stage**. Also consider what that person
needs in order to move to the next stage of change. **This
thought exercise is critical to getting you into the mind and
experience of your prospect.**

For that one role, **fill out the "Learn" segment of the "Stages of Change Matrix"** to understand the internal transformation — of thoughts, emotions, and behaviors — that will guide that person to choosing your company.

TARGET AUDIENCE ROLES TUTORIAL

STAGES OF CHANGE MATRIX TUTORIAL

STEP 3: IMPLEMENT

TOOL #3: STAGES OF CHANGE MATRIX
TOOL #5: CONTENT LIBRARY

Once you know your ideal buyers well, you have your destination mapped out. Now it's time to understand your starting point (your business) and the bridge you need to build to connect your business to your ideal buyers. Using the "Implement" segment of the "Stages of Change Matrix," **map out the 4 Ms of Marketing for each stage of change**.

Once you've completed the "Implement" segment in your "Stages of Change Matrix," **refer to your "Content Audit" to see which content is usable, which content needs to be revised, and which content may be in the wrong place or not helpful at all**. Remember that the stages of change are concurrent with the stages of the sales funnel. Do you still feel as though those pieces all belong where you put them now that you have a better understanding of the Stages of Change? **Where do you have gaps**?

Consider what that person in Role 1 — your ideal prospect — needs to see, think, feel, and believe in order to take action toward you of their own volition — without pressure or manipulation. **Map out what you need to create** to ensure your prospects have a smooth pathway that guides them through the stages of change to ultimately choosing your company. **This will become the Strategy Execution Plan for your marketing department**.

Finally, as you create content, **add your content to the "Content Library" tool to create a visual representation of the strength of your funnel**. Prioritize content at the top of the funnel first; then fill in the gaps in your funnel from top to bottom.

Need help brainstorming ideas that resonate with your ICP prospects on an emotional, thought-provoking, and behavior-changing level?

Check out our Demand Gen Brainstorming Kit!

STAGES OF CHANGE MATRIX TUTORIAL

CONTENT LIBRARY TUTORIAL

STEP 4: TRANSFORM

TOOL #3: STAGES OF CHANGE MATRIX
TOOL #4: METRICS TRACKING

Once you have your strategy in place, it's time to **decide how you'll measure success at each stage**. Demand generation is two-thirds internal (thoughts and emotions) and one-third external (behaviors). Unfortunately, in digital marketing, we can only quantify the external behaviors. Using the "Transform" segment of the "Stages of Change Matrix," **consider which behaviors you can measure as indicators of success** that you are indeed moving your ideal buyers through the stages of change.

Once you have chosen your metrics indicators for the behaviors you want people to engage in, **use the "Metrics Tracking" tool to map your metrics to track and the behaviors they indicate to the sales funnel**. Track these metrics month over month. Wherever you see plateaus in growth indicates where you have weaknesses or gaps in your sales funnel.

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STAGES OF CHANGE MATRIX TUTORIAL   **METRICS TRACKING TUTORIAL**

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STEP 5: ENHANCE

TOOL #3: STAGES OF CHANGE MATRIX
TOOL #4: METRICS TRACKING
TOOL #5: CONTENT LIBRARY

Finally, using the "Enhance" segment of the "Stages of Change Matrix," **put together a plan for how you will take what you learn from your measurements to improve and enhance the efficacy of your strategy** over time. **Create a feedback loop between Sales and Marketing** to ensure that you are gathering learnings and insights from the Sales team to further strengthen your marketing messaging and methods. Also **create a feedback loop between your data analytics and your marketing implementation**.

As you create content derivative of your "Stages of Change Matrix," **log each piece of content in the "Content Library."**

As you **collect and analyze your data in the "Metrics Tracking" tool over time**, you will be able to go back to

Step 1: Examine to re-evaluate your content and assets in light of what you've learned in the Implement, Transform, and Enhance stages. **Just as your business and your ideal buyer evolve, your psychology-driven marketing strategy will evolve** to continue to bring them together. Make an appointment with your marketing team and key stakeholders to **revisit your "Stages of Change Matrix" at least every 6 months**.

STAGES OF CHANGE MATRIX TUTORIAL

FINAL TIPS: A COMMITMENT TO CONTINUOUS IMPROVEMENT

NEED HELP?

At Cornell Content Marketing, we want as many businesses as possible to have access to this framework to create their own feel-good psychology-driven marketing strategy. That's why we make our unique approach free for anyone to use — because we believe in healing the relationships between businesses and buyers using ethical demand gen marketing — regardless of whether you work with us.

We hope that you and your marketing team find incredible value in using our framework! If you find yourself needing help, we have two options for working together:

DONE FOR YOU

DONE WITH YOU

PSYCHOLOGY-DRIVEN MARKETING STRATEGY

CONSULTING & IN-HOUSE TRAINING FOR TEAMS

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