

Here's what you need to get enormous value from membership...

Joining the *Make Marketing Happen Club* [MMH] means opening a library of fabulous resources, accessing advice and insight from marketing experts, and tapping into the supportive community of peers. But, you'll only get value from all of this if you have the right things in place to make the most of it.

<i>Area</i>	<i>What you need...</i>	✓
The Book	All MMH activities and materials are mapped to the second edition of <i>Watertight Marketing</i> , it will all make much more sense if you've read it before you start with us.	
Mindset	The activities within the MMH shouldn't be seen as extra work, just great structure and space in which to do things that are already part of your job.	
Expectations	Most members get some cracking quick wins, but the real return from marketing happens over the long term when you commit to ongoing activity. A realistic timeframe to start seeing a return is around six months.	
Time	This is the biggie! To get value from your membership, you will need to spend an absolute minimum of 3 hours per month to get involved in at least one activity per month. The optimum is around 1 day per month.	
Sleeves up	MMH membership doesn't include any 'done for you' services, we are here to give structure, ideas, tips, and encouragement, but you will need to do the work.	
Skills	Getting your marketing done will mean writing content, presenting it well, and wrangling the technology needed to make it work, etc. You, someone in your team, or outsourced experts, will need to do this stuff.	



Area	What you need...	✓
Set-up	A lot of what we talk about will mean having the technology set up. This is likely to include things like a simple CRM system or database, an email marketing system, a pro Zoom account for webinars, social media scheduling tools and a website management system.	
Budget	Effective marketing budgets are typically around 5-15% of your target revenue. You can do stuff in a bootstrap manner, but it's all much easier if you have a little budget to put behind your efforts too.	
Contribution	A key part of MMH is the support and encouragement members give to each other. For example, being willing to read over something a fellow member has posted, or give them some words of encouragement, is part of what you bring, and get by return.	
Values	We run the MMH in line with our values and expect the same from our members. This means treating people decently, committing to being active, providing support to your fellow members, and being open and honest in all your interactions.	



"I've learnt so much in the short time I've been a member. It just felt like this is what I've been looking for all this time. It's been really helpful in terms of focus, and I've mapped out the whole year. I feel much more organised, and that I have a strategy!"

LISA NEWPORT, STYLE CONSULTANT



Think you're ready to make your marketing happen?

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Full details at watertightmarketing.com/club

WATERTIGHT MARKETING VALUES



Commercial Karma

We believe in Commercial Karma; that treating people decently is the foundation of long-term success. We would never do, or advise others to do, something that we wouldn't do ourselves in their position.



Integrity

We operate with integrity at all times; which means that we can always explain and feel comfortable with our motives and actions. We would never act in a way, or for a reason, that we wouldn't be happy to explain publicly.



Growth & Challenge

We strive for ongoing personal growth, challenging ourselves and others to be the best versions of themselves; which means we invest time and money in self-awareness and personal development.



Community

We help build organisations that support happy, healthy families and communities; which means that we work in ways that enable outside interests and making a community contribution.