



# AM360 Course

CPD for Architects

## Course Workbook

by Rachael Bernstone



# Welcome



And thank you for purchasing Architecture Marketing 360: a CPD course for architects.

You have purchased the self-paced DIY program, which enables you to dive straight into the modules and workbooks. There are 10 modules and they are released progressively as you complete each one in order, which means you can direct your own learning pace.

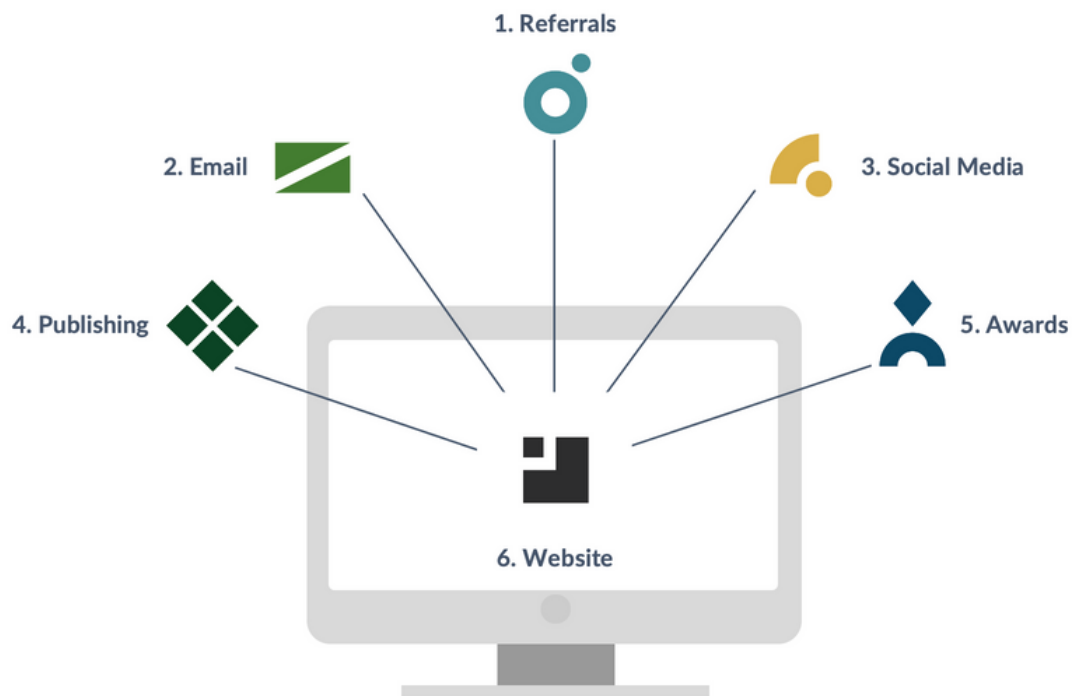
There are at least three ways for you to complete this course, and you can choose the scenario that suits your needs best:

- Watch the videos in sequence over three weeks – start a new Module each Monday, Wednesday and Friday – and make notes in the supplied workbooks, as you learn the Six Channel System. Then, after you've completed all 10 Modules, start your Implementation Plan by prioritising the key channels you choose to use to enhance your business development and marketing activities.

- Watch the videos in sequence over your preferred timeframe, and make notes in the workbooks, and start implementing while you're still learning the System (a disadvantage of this approach is that you might inadvertently invest time and money into a channel that isn't a high priority, because you haven't yet seen the Implementation Plan in the last module).
- Binge all of the videos in quick succession and fast-track your Implementation Plan using the workbooks to direct your highest priority actions.

How you choose to approach the course will depend on factors that are unique to you, such as:

- Which elements you already have in place (if you have previously defined your Ideal Clients and Unique Selling Proposition, you have a headstart. If these are new and foreign terms, I recommend you prioritise tackling these first).
- How much help or support you have, enabling you to delegate tasks to colleagues or external consultants (if someone manages your email newsletter, for example, share your new knowledge with them. If you have an external copywriter who writes blog articles, inform them of your updated priorities around business development and marketing).
- How much time, capacity and willingness you have - both now and in the future - to change; bearing in mind your propensity may increase as you implement the activities and see results. The course offers a mix of mindset (changing the way you think about business development and marketing) and skillset (learning the tenets of modern marketing), and you'll probably need to shift both, if you aspire to produce different results to those you're experiencing now.



I hope you find this course useful and discover plenty of helpful insights and advice to implement, to enhance your business development and marketing activities.

And whichever way you choose to complete the course and learn the Six Channel System - pictured above - remember that the success of your future client and project pipeline relies more on consistent effort than on intensive bursts of activity.

In short, you'll reap better results if you set aside time to regularly invest in business development and marketing, rather than sporadically undertaking random tasks when your project pipeline dries up, or if a client unexpectedly puts a project on hold, or to prepare an urgent awards submission.

So, are you ready to get underway?

Great! Start with the Before We Begin module, to lay your metrics and tracking foundations.

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# 01

## Foundations: ICAs and Marketing Budgets

Who are you appealing to, and what's a reasonable amount to spend on marketing your practice?

# Day 1: Your Ideal Clients

Foundations

## SLIDE 7

**Who is your audience (and how do you connect with them)?**

<https://www.soundslikedesign.com.au/blog/audience>

## SLIDE 9

**Does your architectural offer speak directly to future clients?**

<https://www.soundslikedesign.com.au/blog/architectural-offer>

## SLIDE 10

**Task 1: Make a list of your current client sectors, and any potential sectors you wish to target in future.**

**Task 2: If you have previously tracked how you attracted new customers or leads in the past, and how many of those converted into clients, retrieve that document – and update it if necessary.**

**If you haven't regularly tracked where your new business comes from, we'll add a new sheet to monitor customer acquisition in your Marketing Metrics tracking spreadsheet on Day 3.**

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